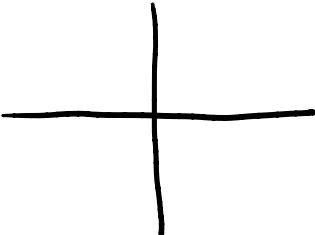
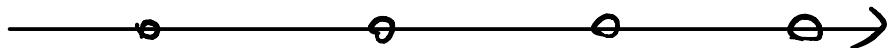


- Title Page → Pear
- Structure
- Current Mission + Vision + KPI
  - Gap in the current mission + vision
  - New mission + vision + KPI
- Target customer
  - Creatives, professionals, leisure (from doc)
  - Which selected and why (align to mission)
  - Breakdown of creatives
- 
  - Have quadrant like she showed in class
- Creatives breakdown (DBP)
  - Chosen segment + why (align to mission)
- Problem Definition + Research
  - Current user journey, major pain points, survey results + quotes
  - Chosen pain point and why (align to mission).
- Solutions
  - Brainstorm
  - Breakdown of each

- RICE + how it solves problem + creates value.
  - MVP demo
  - Metrics
- 
- opportunity for company
    - customer
    - company
  - plan moving forward



 Amber

 Jon

 Daniel