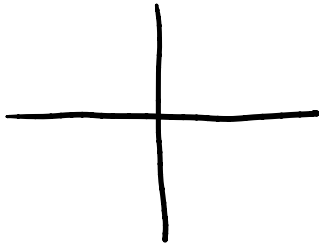


- Title Page → Rear
- Structure
- Current mission + vision + KPI
 - Gap in the current mission + vision
 - New mission + vision + KPI
- Target customers
 - Creatives, Professional, Leisure (from doc)
 - Which selected and why (align to mission)
 - Breakdown of creatives



→ 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

Ton

Daniel