

Customers:
Who You Help

Valuable Work Detector

Value Proposition:
How You Help

Problem or Potential

Something is broken or not working well, or opportunity exists for something new.

Issue

Nothing is broken, but rules, regulations, or conditions are changing.

Needs

Something is missing, or there is a desire or appetite for something new or different.

Trend

Things are changing or moving in new directions, or people are behaving differently.

Solution or Suggestion

Fixes or repairs, or suggestions for new methods, services, or products.

Innovation

Proactively adapting things or circumstances to address issues.

Resource

People, money, materials, or intellectual property that satisfy the need or desire.

Positioning Idea

Proposed ways to exploit trends or minimize risk.