



COMPANY NAME \_\_\_\_\_ B2B ☐ B2C ☐

VISION \_\_\_\_\_

VALUES \_\_\_\_\_

MISSION \_\_\_\_\_

**MY IDEAL CUSTOMER IS:**  
Demographic, Psychographic, Who are they?

**WHO WANTS TO SOLVE:**  
What's the problem they want to solve

**AND GOES WHERE TO FIND SOLUTIONS:**  
List 3 destinations your I.C goes to find solutions

**WHICH MEANS OUR TOP STRATEGY IS:** Name the strategy and describe how you are going to execute this \_\_\_\_\_

**AND WE HAVE TO HAVE THE FOLLOWING METRICS TO OPTIMIZE + SCALE:**  
KPI Name What is the# that needs to be achieved to make this work?