

State the large industry shift that's going on and what your solution offers that every potential customer is trying to achieve.	INDUSTRY SHIFT	EVERY COMPANY IS TRYING TO:			
↓ WHAT FACTORS ARE CONTRIBUTING TO THE STRUGGLE? ↓					
Name the ways your customers struggle to evolve to that shift.	COMPANIES STRUGGLE TO EVOLVE	FACTOR #1	FACTOR #2	FACTOR #3	FACTOR #4
↓ WHAT CHALLENGES REMAIN DUE TO NOT BEING ABLE TO MEET THOSE STRUGGLES AND EVOLVE? ↓					
List the challenges that your customers face as a result of each of those struggles.	MOST COMPANIES EXPERIENCE AT LEAST ONE OF THESE ➤	CHALLENGE #1	CHALLENGE #2	CHALLENGE #3	CHALLENGE #4
↓ HOW DOES YOUR SOLUTION SOLVE THESE CHALLENGES? ↓					
For each listed challenge, identify the ways your solution helps your customers meet the challenge.	OUR SOLUTION	CAPABILITY #1	CAPABILITY #2	CAPABILITY #3	CAPABILITY #4
↓ WHAT DIFFERENTIATES YOUR SOLUTION FROM OTHERS? ↓					
Establish what sets your solution apart from others your potential customers could choose from.	WHAT SETS US APART	DIFFERENTIATOR #1	DIFFERENTIATOR #2	DIFFERENTIATOR #3	DIFFERENTIATOR #4