

BUSINESS

## Business Objectives



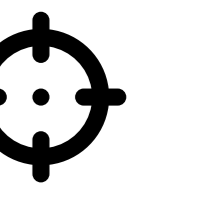
What needs to be achieved for the bizz?

Objectives:

Monetization model:

Activities:

## Brand values



Why do we exist?

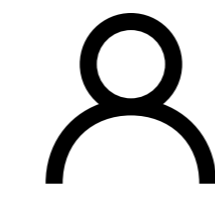
Message: (How do you want to be known?)

Values: (What you stand for what you believe in?)

Activities:

USER

## User Needs



What your users need the most?

User Need Statement (POV)

<https://www.nngroup.com/articles/user-need-statements/>

Activities:

## Competitive Edge (UVP)



Why will the users leave competitors and come to you?

Value over *competitor* (why/solution)

Activities: