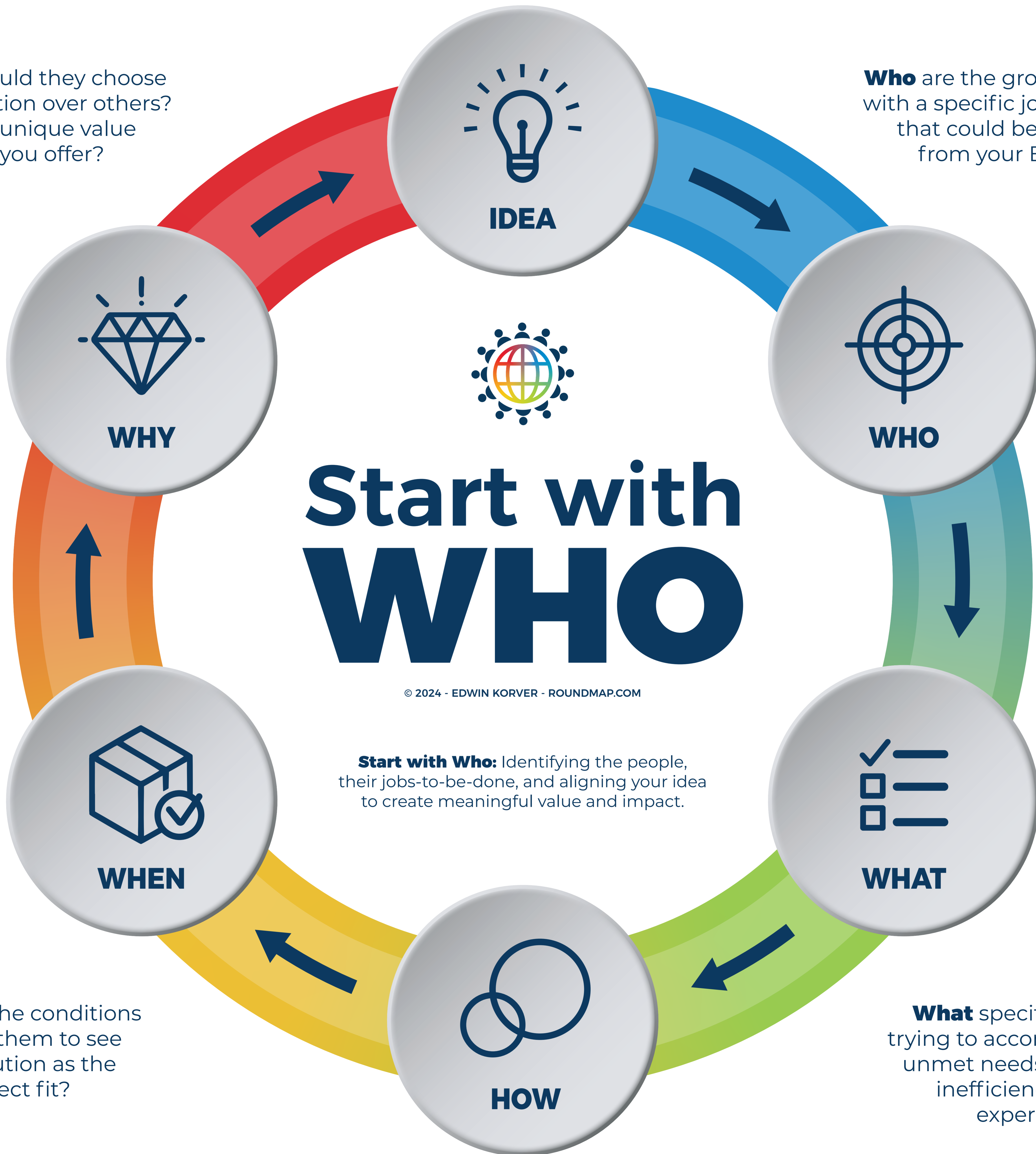


What is the transformative **idea** or solution you're bringing to the table?

**Why** should they choose your solution over others?  
What unique value do you offer?

**Who** are the groups of people with a specific job-to-be-done that could benefit most from your Big Idea?



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**Start with Who:** Identifying the people, their jobs-to-be-done, and aligning your idea to create meaningful value and impact.

**When** do the conditions align for them to see your solution as the perfect fit?

**What** specific job are they trying to accomplish, and what unmet needs, challenges, or inefficiencies are they experiencing?

**How** can your Big Idea enable them to get that job done better, faster, or more effectively than current options?