

1) Who is your Customer?

2) What is the Problem/Need you would like to Solve?:

- a) What is the origin of the Problem?
- b) How the Problem affects your Customer?
- c) Why is important for your Customer to solve the Problem?
- d) How would your Customer feel after solving the Problem?
- e) How is your Customer trying to solve the Problem today?

3) Test the Problem/Need:

- a) Does it Inspire and Motivates you to solve it?
- b) Is it Resilient? (Would it remain the same Problem with the passage of Time?, with the changes in Technology, with the Political changes?)
- c) Do you feel it Personal?
- d) Is it independent of your products or services?

4) The Purpose:

Express the Purpose with a phrase or word that inspires you every day and that expresses your firm intention to solve the problem, that reminds you of that personal commitment and that opens you up to explore options to the extent of your ability to innovate, or changes that may occur in the environment.