



Who is your customer? <i>Describe their business</i>	Who is your buyer? <i>Describe the decision maker</i>	Who is your user? <i>Describe who consumes your services</i>

How do they use your service? <i>Describe the job it does for them</i>	What value does your service create for them? <i>Describe their goal/pain that your service affects</i>

## How is your client's Value Chain being (going to be) impacted?

VALUE CHAIN STAGE:	DESIGN	SOURCING	ASSEMBLY	PRODUCT DELIVERY	SALES	CUSTOMER DELIVERY	CUSTOMER USE
DESCRIPTION:	Prototyping products	Purchasing/building inventory	Acquiring & preparing material inputs	Managing & distributing products to be sold	Managing point of sale; Executing the transaction	Delivering products to the customer	Helping customers maximize the value
IMPACTED BY C-19?							

### CONSIDER THE IMPACT OF EACH OF THE FOLLOWING AREAS:

PHYSICAL DISTANCING							
TRAVEL RESTRICTIONS							
ECONOMIC UNCERTAINTY							
FINANCIAL RESOURCES							
WORKFORCE							
DIGITAL ALTERNATIVES							

List new pain points that you can help alleviate:	What existing services can you adapt to help? How?

What operational changes will you need to make to deliver your "new" offering?	How will you promote your new offering to your existing clients? To new clients?