

**TITLE:**

CATEGORY	OPERATIONAL BENEFIT		CONVERSION FUNNEL	PRIMARY FOCUS	
<b>STREAMLINE OPERATIONS</b>	<i>cost reduction</i>		<i>Acquisition</i> <i>Activation</i> <i>Retention</i> <i>Revenue</i> <i>Referral</i>	<i>Commercial</i> <i>(viability, financial)</i>	
	<i>process improvement</i>				
<b>IMPROVE EXISTING PROPOSITION</b>	CUSTOMER ARCHETYPE	TYPE OF BENEFIT			<i>Technology</i> <i>(feasibility, innovation)</i>
	<i>what kind of customer is it for?</i>	<i>pain relief</i>			
<b>CREATE NEW PROPOSITION</b>	<i>gain creator</i>			<i>Customer</i> <i>(desirable experience)</i>	

**DESCRIPTION AND NOTES:** *write, draw or sketch how your idea works.*