



Target Group

MASSIVE PAIN

What is the massive pain your target group has?
What is the big obstacle you want to solve holding them back from achieving their goals?

PURCHASING POWER

How much purchasing power does your target group possess? Can they afford your solution?

4 Target
Group
Dimensions

EASY TO TARGET?

How easily can you target your audience? How do you inform them about your offerings? What channels can you reach them on?

GROWING?

Is your target market growing? Remember: The tide raises all boats. But also the opposite is true: A shrinking market will make it extremely hard to grow.