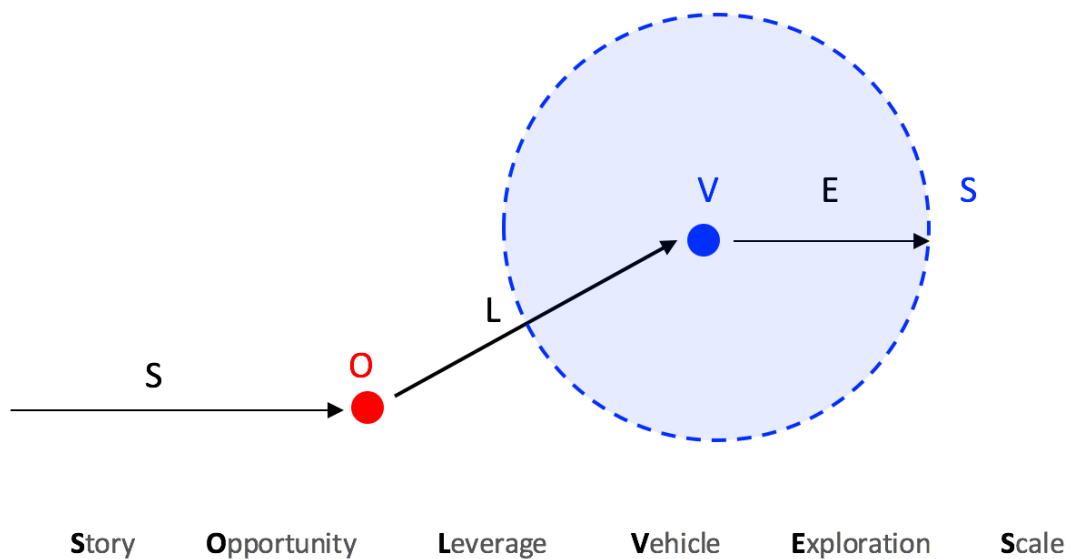
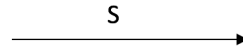


# The S.O.L.V.E.S. Worksheet



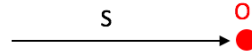
**S**Story:



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What is the deep customer **Story** that defines the industry or arena you intend to explore?

**O**ppportunity:



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What unique market **Opportunity** appears within this story? This is the opportunity to move customers “from A to B” where:

**A** = *their problem or desire* ; **B** = *the solution*

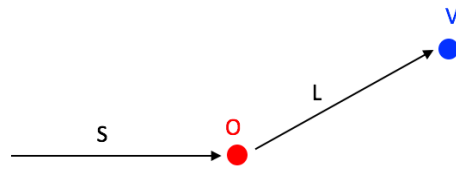
# Leverage:



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What resources unique to your organization or team (including “technology mosaic”) can you **Leverage** to address this Opportunity?

# Vehicle:

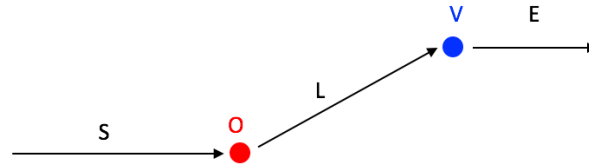


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Using Leverage, what **Vehicle** could you create to help customers get from "A to B"? The vehicle you create will ultimately become your *new M.O. (Market Offering)*.

# E

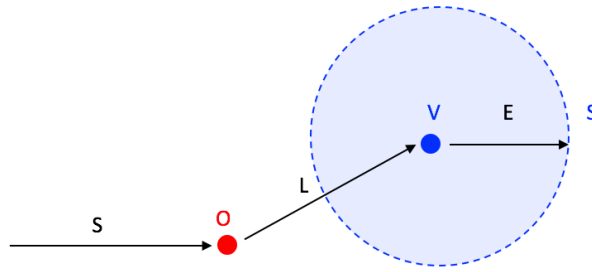
xploration:



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What **Exploration** will you do to test your new "M.O." (Vehicle) with customers or within the market? Does your vehicle help them "get from A to B"?

**S**cale:



How can you produce or provide your new Vehicle (M.O.) at **Scale**?