

CARD 01: IDEATE

Lead Roles:
Hipster (Value Proposition)
Hustler (Market Focus)

1. The "Zen Statement" Generator:

We help:	
Solve:	
With:	

2. Top 3 Customer Pain Points:

Pain Point 1 (Critical Friction)	
Pain Point 2 (Cost of Efficiency Lost)	
Pain Point 3 (Existing Tool Limitations)	

3. Competitor Differentiation:

Describe in 2 sentences why existing market alternatives fail.

Sign-Off Checklist

- ☐ Zen Statement is 1 sentence and clear to non-experts.
- ☐ Problem statement is backed by industry research.
- ☐ Target customer segment is strictly narrowed down.