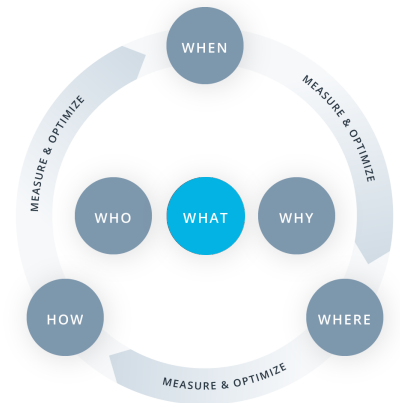
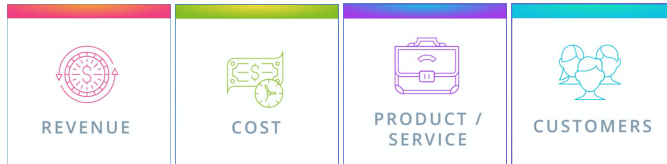


# LEARNING SUMMARY

## MARKETING FUNDAMENTALS: WHAT?

### STEP 1: SPECIFY THE CORE COMPONENTS



### STEP 2: DETERMINE THE VALUE PROPOSITION

**VALUE PROPOSITION TEMPLATE**

FOR	_____	(target customer)
WHO	_____	(statement of the need or opportunity)
OUR	_____	(product or service/category)
THAT	_____	(statement of benefit)
UNLIKE	_____	(closest competitor)
OUR OFFER	_____	(primary differentiator)

### STEP 3: LAY OUT THE BUSINESS MODEL



### STEP 4: EVALUATE THE BUSINESS LIFECYCLE

