

"WHAT?" = What problem does your product solve?

"WHO?" = Who are you selling to?

Start first with the industry/vertical you're servicing. Then, think about the companies in that industry/vertical that are your targets. Finally, who are the people making the purchasing decisions at those companies?

"WHY?" = Why would a person/company buy your solution? What value does your product and company provide?

Hint: Companies only buy products/services for one of the following reasons:

Increase Revenue	Decrease Cost
Increase Efficiency	Decrease Risk

"HOW?" = How is your solution implemented? What happens from the moment that the customer says "Let's get started!"