

STARTUP SELLING PROBLEM AND PAIN WORKSHEET

What problem are you solving with your product? Identify the key problems worth solving your company solves, then jot a short description about how you solve this problem for your target market.

Problem or Pain	Primary (✔)	Secondary (✔)	How?
Automation & Digitization			
Increase X-Efficiency			
Create New Information			
Reduce Transaction Costs			
Regulatory & Compliance			
Improve Coordination			
Attract & Retain Talent			
Voice of the Customer			
Reduce Volatility			
Accelerating Innovation			
Add Another			