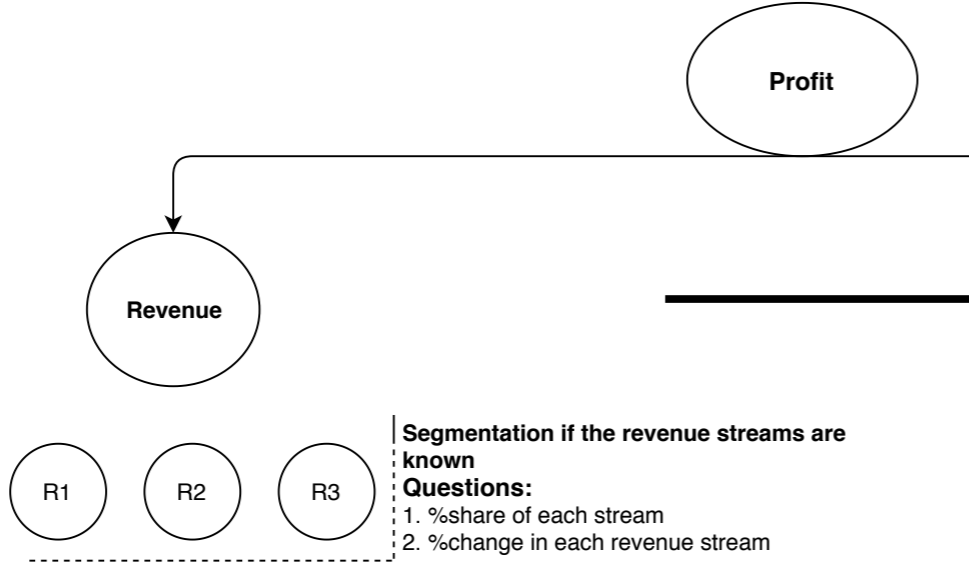
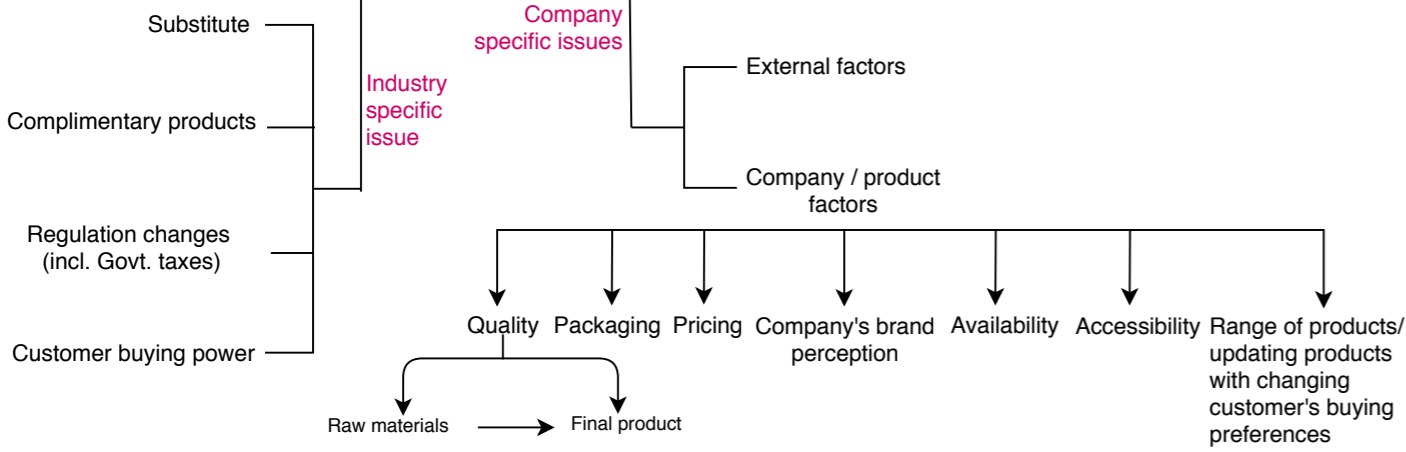
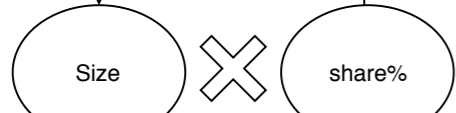
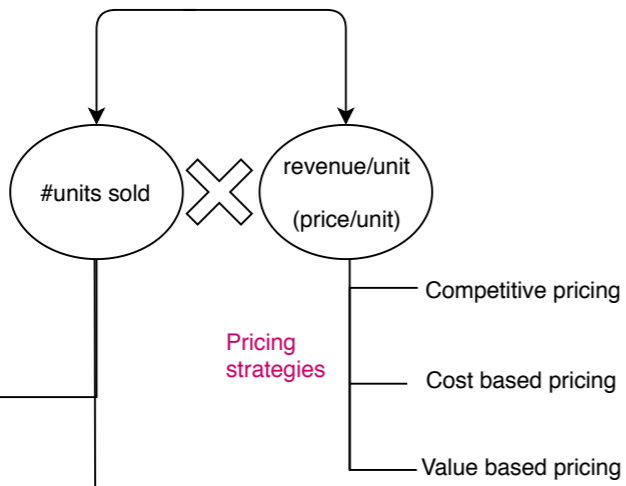


- Preliminary Questions:**
- Objective & Timeline
 - Product specifications & Business model
 - Geography
 - Customer segment & Growth rate
 - Competitors
 - Value Chain



Across customer segments & distribution channels



1. Differentiate end customer of product from Client's customer
2. Step into the customer shoes
3. Think through end to end customer journey

