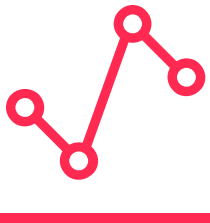


Ballpark figures

Team



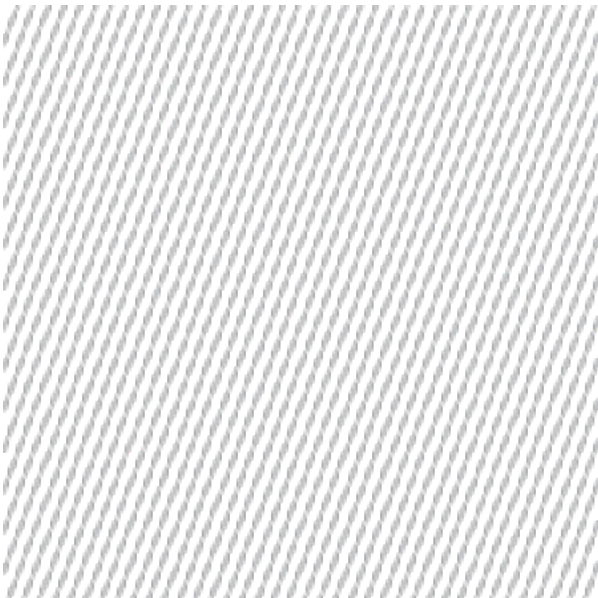
1 Buyer
Who buys your offering?

2 User
Who uses your offering?

3 Frequency
How often is offering sold?
How often is offering used?

4 Potential
How large is the part of the total market that you will address?

5 Value
What is the pricing of your offering?



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Revenue