Date: _____	Project: _____	ACEumption Matrix - Customer	
Customer Centric			
Customer Segment ID	Problem	Solution	Value Proposition
Customer Profile/ Demo	Customer/Problem Environment	Information Source	Compelling Benefit
Probable Market Size	Revenue Model	Pricing Strategy	Minimum Viable Product - features
Awareness Channel	Sales Channel	Competitive Edge	Slogan/Best Marketing Message

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Field Explanations

Customer Segment ID:	This is the name of the typical customer you are analyzing on this form
Problem:	This is the description of the problem (pain relief or gain creation) you think the customer has.
Solution:	This is the descripton of the method by which your product solves the problem.
Value Proposition:	How does your product create a perceived benefit that exceeds the perceived cost? What's the best marketing message?
Customer Profile/Demographics:	Age, occupation, sex, socio-economic status, etc.
Customer/Problem Environment:	What is the customer doing when they need the solution? What influences their urgency and decision?
Information Source:	Where do they get information about or actively look for a solution?
Compelling Benefit:	Why should your typical target customer find your solution compelling enough to trigger the buying decision?
Probable Market Size:	Use the urgency test to reduce your total market to you most likely buyers, the Probable Market.
Revenue Model:	What are your assumptions about appropriate revenue model, asset sale, per use, subscription, license, etc.
Pricing Strategy:	How will you price the product given the revenue model? At what point does perceived benefit sufficiently exceed perceived cost?
Minimum Viable Product:	Which features get the most postive feedback from customers? Which don't? Basic, most impactful feature list.
Awareness Channel:	What's the best way you've found to get the word out?
Sales Channel:	What's the best way to induce a transaction, direct sales, distributors, etc.?
Competitive Edge:	Why does your product offer a better solution than competitors? How does perceived value exceed theirs?
Slogan/Best Marketing Message:	After all testing, which message induces an actionable result, whether feedback or sales?