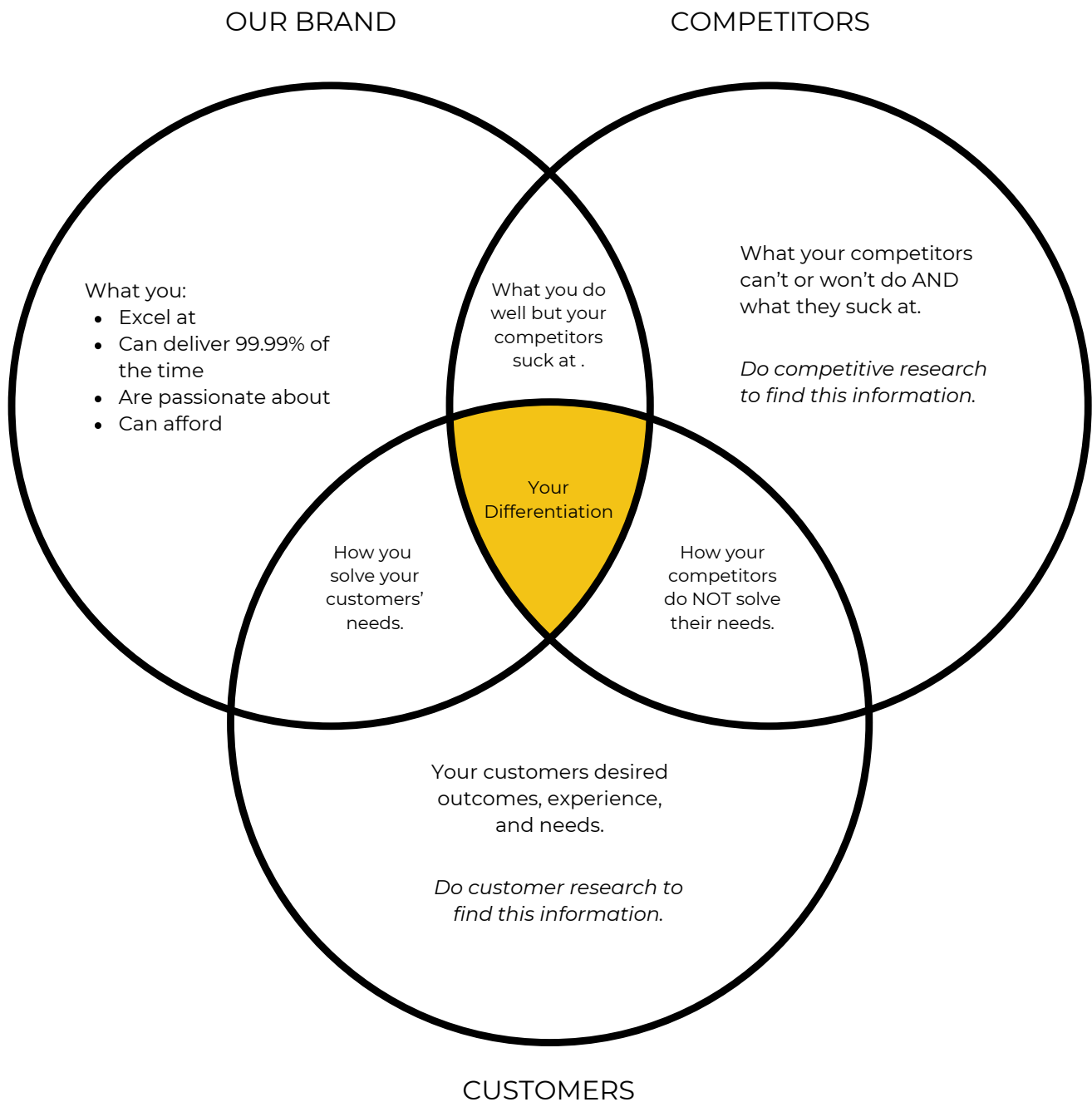


# Differentiated Opportunity Exercise



Simply being different isn't enough to make customers choose you. Your differentiation is found at the intersection of (1) what your brand can deliver and afford, (2) what your competitors can't or won't do, and (3) what your customers want or need (and actually care about).

Use this Venn diagram to work through your differentiated idea. See page 2 for a blank diagram.

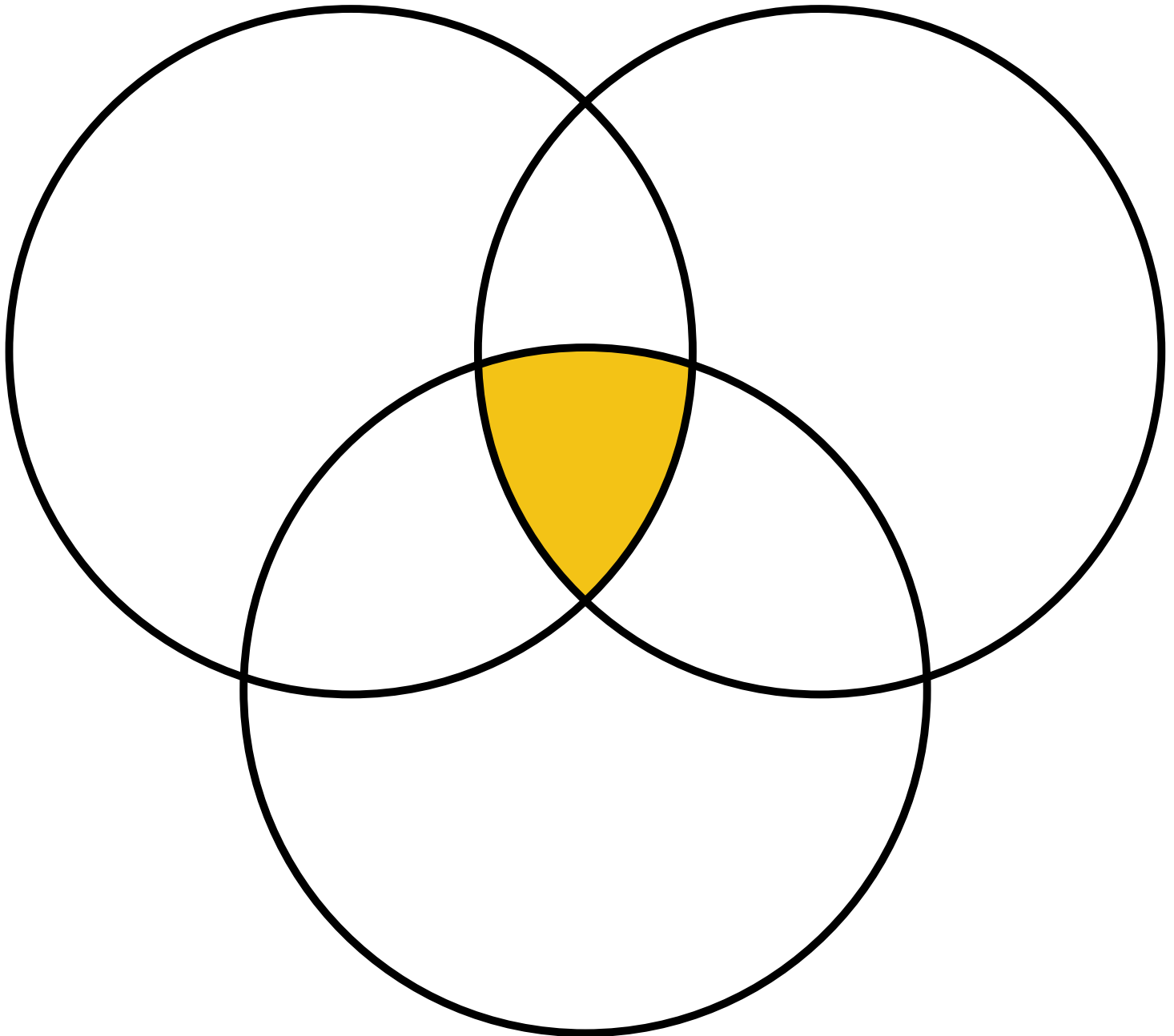


OUR BRAND

What we do well

COMPETITORS

What they can't or won't do



CUSTOMERS

What they want or need