



CREATE

Unique but not valuable
- you'll own a market that does not exist

Low value

How big is the problem for the user?

Not unique and not valuable
- you'll be a bozo

High level of uniqueness

On what level does your product or service differ from competing products or services?



STARTUP EXPERIENCE

Unique and valuable
- this is where you make margin, money, and history

High value

Low level of uniqueness

Valuable but not unique
- You will have to compete on price