LEADS

Media that has aggregated the attention + eyeballs of your ICP



INNOVATION

New Products + Services © TMs, Logos, Systems, SOPs

CAPABILITY

Team, Equipment + Resources



CUSTOMERS To

increase your market share



MARGIN

Higher Profit Margin

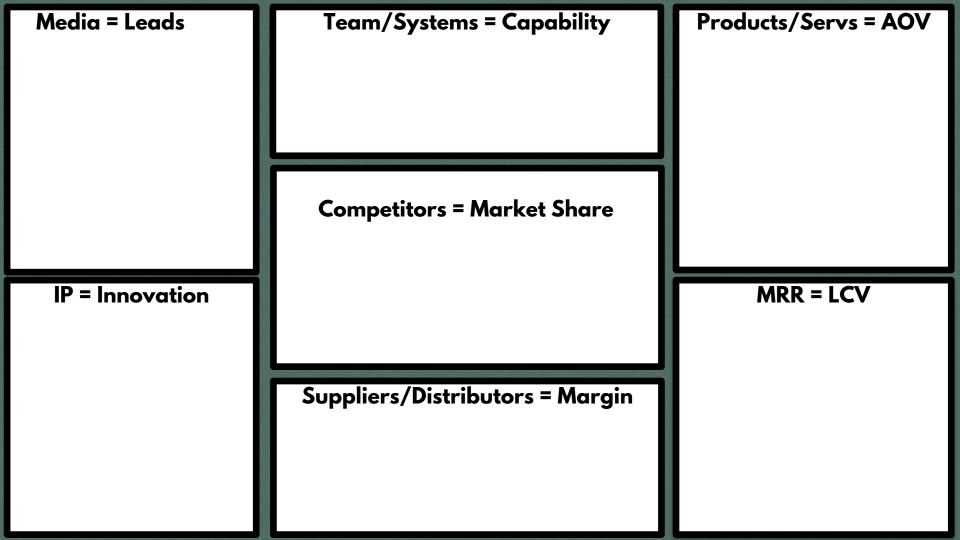
AOV

Higher Average Order Value



LCV

Higher Lifetime Customer Value



Media = Leads Team/Systems = Capability Products/Servs = AOV In/Out Sales Rep Network BDA Prod./Serv. Email | TV | Radio Ops Team | Dev Team | OS | SOP Complementary P/S Newsletter | Mag MFG/R&D/MKT/ENG Team Enabling | Related SEO Blogs | Videos Low/Mid/Hi Brands Social Accounts Up/down/CrossSell Competitors = Market Share Substitute P/S Pods | LI/FB Grps Direct/Indirect Competitors Substitute/Replacement IP = Ideas/Products MRR = LCVGeo, Price, Segment Patents, Trademarks Auto-ship Licenses Logos Membership, SaaS Franchises Suppliers/Distributors = Margin Rebuy Consumables Zombie Brands Manufacturers Suppliers Repeating Service Affiliates Research Labs Agencies Subscriptions Distributors Retailers Prototypers Auto-renewal Outsourcers Formulators