

**CAPABILITY**  
Team, Equipment + Resources



**CUSTOMERS** To  
increase your market share



**AOV**  
Higher Average Order Value



**LCV**  
Higher Lifetime Customer Value

**LEADS**  
Media that has aggregated the  
attention + eyeballs of your ICP



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

**MARGIN**  
Higher Profit Margin

**Media = Leads**

**Team/Systems = Capability**

**Products/Servs = AOV**

**Competitors = Market Share**

**IP = Innovation**

**MRR = LCV**

**Suppliers/Distributors = Margin**

## Media = Leads

Email|TV|Radio

Newsletter|Mag

SEO Blogs|Videos

Social Accounts

Pods|LI/FB Grps

## IP = Ideas/Products

Patents, Trademarks

Licenses|Logos

Franchises

Zombie Brands

Research Labs

Prototypers

## Team/Systems = Capability

In/Out Sales|Rep Network

Ops Team|Dev Team|OS|SOP

MFG/R&D/MKT/ENG Team

## Competitors = Market Share

Direct/Indirect Competitors

Substitute/Replacement

Geo, Price, Segment

## Suppliers/Distributors = Margin

Suppliers

Manufacturers

Agencies

Affiliates

Retailers

Distributors

Formulators

Outsourcers

## Products/Servs = AOV

BDA Prod./Serv.

Complementary P/S

Enabling|Related

Low/Mid/Hi Brands

Up/down/CrossSell

Substitute P/S

## MRR = LCV

Auto-ship

Membership, SaaS

Rebuy Consumables

Repeating Service

Subscriptions

Auto-renewal