WHAT-LIST
- ✔ ….........
- ✔ ….........
- ✔ ….........
- ✔ ….........
- ✔ ….........
- ✔ ….........

- ✔ Law
- ✔ Management
- ✔ Deadline

Buyer
Manager

PAIN

Business profile
Board member

Recommender
Influencer

GAIN

COMPELLING
- ✔ ….........
- ✔ ….........
- ✔ ….........

COMPELLING
EVENT
- ✔ ….............

WHY-MAP