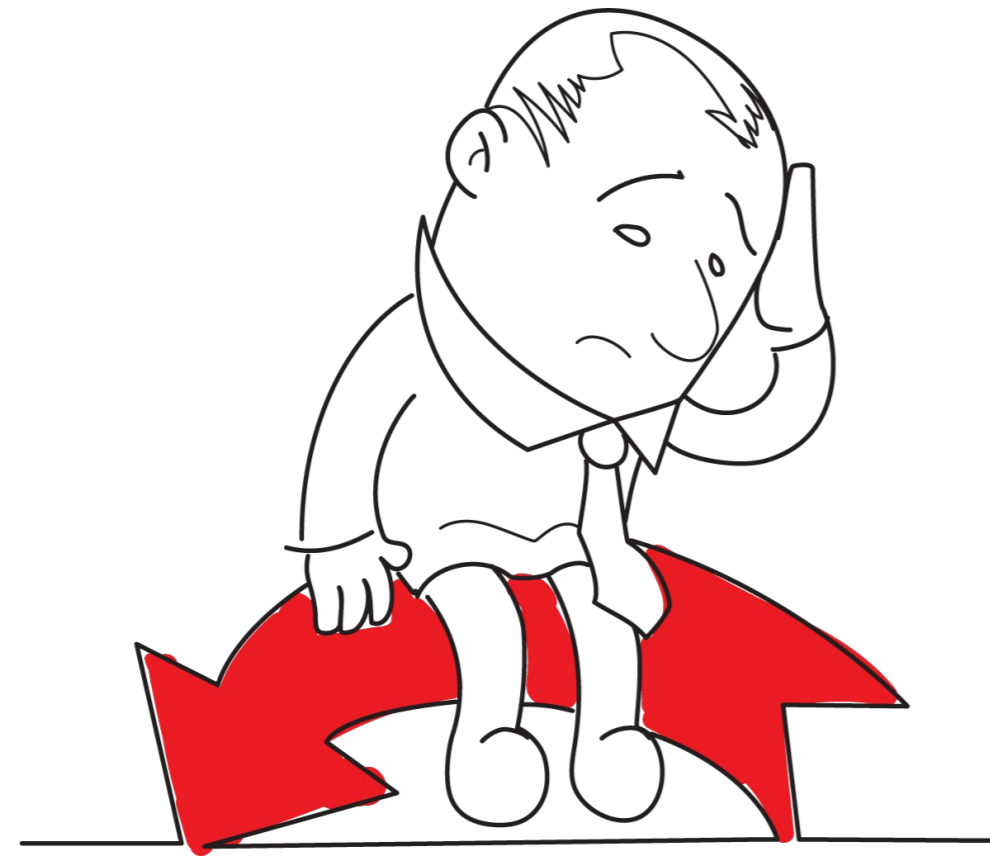


1. Who is this person?



5. And our mission is to...



4. Our vision is of a world where...

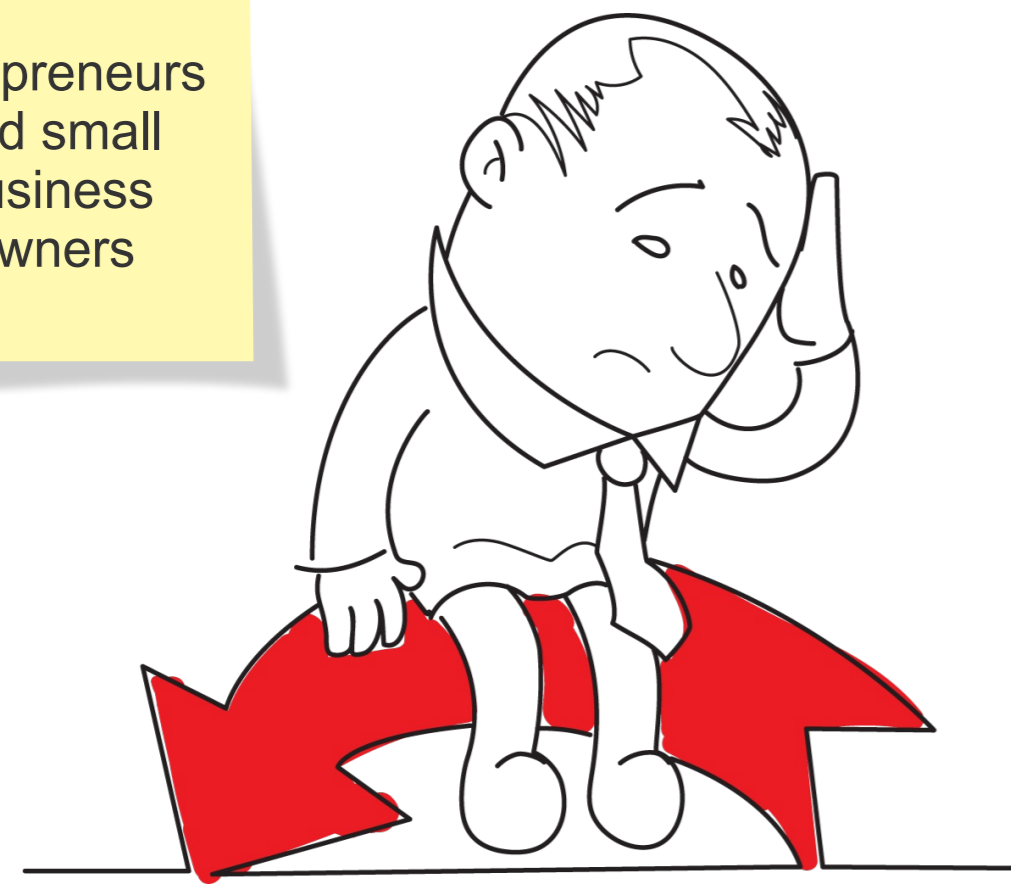


2. What's wrong in their world?

3. If we could fix their problems, what would their world look like?

1. Who is this person?

Solopreneurs  
and small  
business  
owners



4. Our vision is of a world where...



5. And our mission is to...



...develop practical,  
skills-based tools that  
will help small business  
owners get stuff done  
and support them  
through a community of  
peers

...small business owners can  
go to a library where they  
can find practical guides that  
will help them get stuff done.  
The library is supported by a  
community of peers where  
they can ask questions and  
get advice.

2. What's wrong in their world?

Too much  
useless info

can't find  
solution for  
my problem

not practical  
enough

upsells rather  
than solving  
my problem

...if they could fix their problems, what would their world look like?

easily find the  
tools and info  
to do stuff

a safe place  
to get advice  
from others in  
the same boat