MODULE 1 EXERCISE

**- Solution Statement -**

**1. What is the solution your business will offer?**

Take 3 minutes to write about the solution to the identified problem below.

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**2. Now, answer these questions:**

2.1. How do you solve the problem?

2.2. Who do you solve this problem for i.e. who are your target customers?

2.3. What are the benefits of your solution for your customers?

**3. Now, re-write your solution statement as just 2-3 sentences describing your problem and including your answers to the above questions.**

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**Once you are happy with this solution statement, you can re-write it into your canvas in the Solution block.**