



THIS IS A SERIES OF DECISIONS

☐ AUTHORITY STATEMENT

I TAKE _____ FROM _____ TO _____.

☐ I HAVE CLARITY ON THE PROBLEM I SOLVE FOR HEALTH CONSUMERS.

☐ _____ IS MY PRIMARY DEMOGRAPHIC.

☐ A _____ PORTION OF MY TARGET MARKET CAN AFFORD 1:1 CARE.

☐ I CANNOT BE EVERYTHING TO EVERYONE. I WILL NOT WORK WITH....

☐ MY METHODOLOGY AND APPROACH MAY BE APPLICABLE TO THE FOLLOWING ADDITIONAL MARKETS.
