



# Rev1 Entrepreneur Toolkit:

## PRODUCT

### Defining Your Problem and Solution

Instructions: Defining your problem and solution are critical for others to understand what you want to do. Remember to be as concise as possible, avoiding buzzwords and industry jargon.

#### State your problem.



##### Google

Internet content is being created at a rate significantly higher than humans can process and locate. Internet users need a much more effective way to search the growing available internet content to find what they are looking for.

#### State your solution.



##### Google

Google will utilize and analyze the index of all web sites by linking data, metadata, and patterns to create a search engine that will quickly get users the most relevant information they need. Our secret sauce is page-rank algorithm technology that hypothesizes: all things being fairly equal, the most popular content is more likely to be viewed as relevant to the user (e.g. ESPN is more relevant than Joe's sports & scores site on a search for "sports").



## Problems and Solutions: Definitions

### User

Who will use your product? For some businesses, this is also the buyer.

### Buyers

Who will pay for your product?

### Suppliers

Who will supply your product with what is used by users or bought by buyers?

**Who will be hardest constituent to get: users, buyers, or suppliers?**

