Name:
Organization:

Chapter 2 3 C's Exercises

The 3 C's Framework defines who your idea serves.

- **Consumer or Customer:** This C addresses the people who *use* (or "consume") your products—these are your consumers. It also addresses the people who *buy* your products—these are your customers. Sometimes a product's consumers and customers are different entities, and sometimes they are the same. Therefore, we group them into one C in the framework.
- **Company:** This C addresses the capabilities of the people and operations of your organization.
- **Competition:** This C addresses who you are up against to gain consumers and customers.

Example:

Consumers: Kids in Elementary Schools



What we know about our consumers and their problems to solve:

Kids that live in food-insecure households do not perform up to their protential. Many times the meals they get at school are the only ones they get all day.

Customers: School Districts



What we know about our customers and their problems to solve:

School districts need reliable suppliers that adhere to governmental requirements for nutritious meals for kids.

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Name:
Organization:

Exercise 2.1: Describe Your Idea's Consumers, Customers, and Their Problems to Solve (or do this exercise twice)

Consumers:

[Insert or draw a picture of your consumer]

What we know about our consumers and their problems to solve:

Customers:

[Insert or draw a picture of your customer]

What we know about our customers and their problems to solve:

Name:
Organization:

Exercise 2.2 List Members of Your Organization's Leadership Team and Their Qualifications

Company Leadership Team

Staff

Title: Name

Experience and qualifications

Title: Name

Experience and qualifications

Title: Name

Experience and qualifications

Board Members or Advisors:

Name: Experience and qualifications

Name: Experience and qualifications

Name: Experience and qualifications

Name:
Organization:

Exercise 2.3 Write the Purpose, Mission, and Future Goals for Your Organization

Purpose (Why our organization exists):

Mission (What our organization does):

Future Goals:

Name:
Organization:

Exercise 2.4 Create a SWOT Analysis for Your Organization

Strengths	Weaknesses
Opportunities	**Threats**

Name:
Organization:

Exercise 2.5: Brainstorm How Your Current Competitors Can Become Collaborators

Logos or Names of Competitors/ Potential Collaborators	What do similar organizations do well that our organization won't or can't?
COMPANY LOGO	What are similar organizations doing that we'd like to do as well?
COMPANY LOGO	Where could our organizations partner together to expand our reach?
COMPANY LOGO	What other problems to solve do our consumers have that we might be able to help with?