

Hypothesis Canvas- Resource Support for SBA Coronavirus (Covid-19) Disast



Essential Activities

- Which key activities do our partners preform?
- Research existing competitors and alternatives?

Essential Metrics

 What key metrics are relevant for this project?

Dream Team

- Who are our key partners? (i.e., Technology, Legal, Marketing, etc.)
- Who are our key suppliers?

Essential Resources

 Service providers, e.g., hardware, software,

MAIN QUESTIONS

- WHY WILL THE IDEA GENERATE MORE VALUE THAN COST?
- WHAT ARE THE KNOWN RISKS FOR FAILURE OF THIS IDEA? HOW WILL THEY BE MITIGATED?

Customer Relationship

- How do we get, keep, and grow customers?
- Customer acquisition Cost?
- Monetization (LTV)?
- How to keep engaged?

Channels

- Best channels to reach customers?
- Marketing Mix?
- Automation options?

Customer vs. User

- Who would pay for this service?
- Business Model?
- Who would use this service?
- Known barriers?

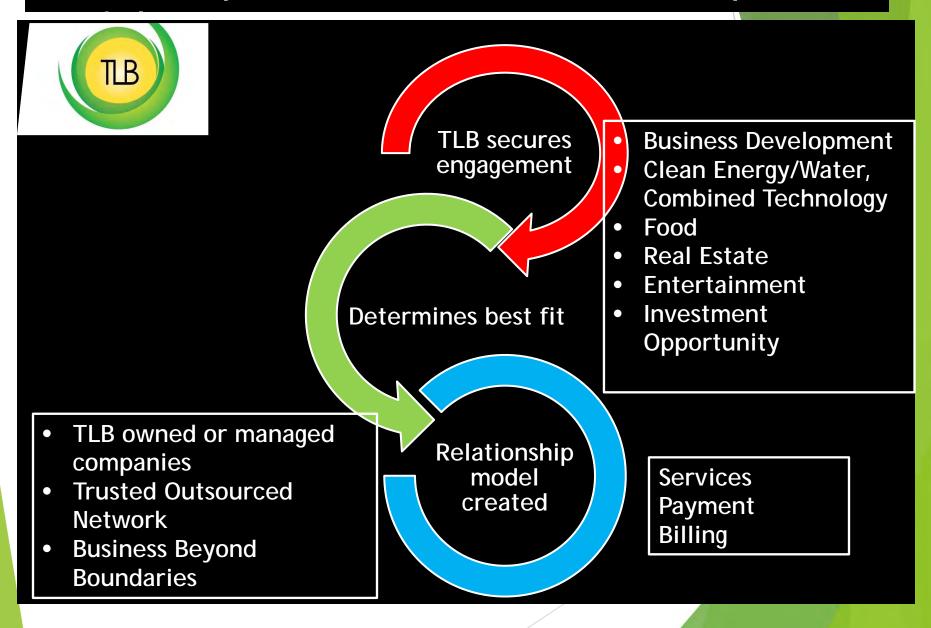
Cost Structure / Financials

- What are the most important costs?
- How much investment will be needed?
- What conditions are needed to break-even?
- Break-even timeline?

Revenue Streams / Cash Flow

- For what value are the customers willing to pay for this service?
- What is their alternative / competitor and respective price/value?
- Pricing and Go-to-market strategies
- Add-ons / upsell / additional opportunities to earn revenue?

TLB Enterprises GH, Ltd. Relationship





Food, Medicinal MJ Cold Storage Capaactiy



Clean Energy/Water Immersive Technologies Rare Earth Metals Advanced Magnets and Superconductivity TLB

TLB
Enterprises
Group Holding
Secures
Engagement

Entertainment
Real Estate and Land
Space and Aerospace
Aviation
Education
Health Care
Legacy Projects

Trusted
Outsourced
Network Partners

Investment Opportunity

TLB Managed Companies



GOALS TEAM IDEAS STRATEGY

INNOVATION

MARKETING

PERFORMANCE

BUSINESS

COMPETITION

PLAN

TLB Pre-Strategy
Development Assessment

