**[Name of your business] | KNOW YOUR BUSINESS**

**Keep it snappy, you'll have 15min to present this to your team**

**What you do**

**Your business**

**One sentence description:** What problem is your startup solving and how?

Who are your customers?

How do you monetise your service?

What stage of growth are you at?

What services do you provide?

Who are your main users / market?

**Data use within your product**

What data do you use?

Why do you need it?

When do you use it?

How do users benefit from it?

How does the business benefit from it ?

**Your Approach to Data**

How do you communicate data usage during sign up?

How do you communicate data usage in the context of use ?

How do you communicate data usage on demand ?

**Your current concerns**

What is your brief for today? List 3 potential features / screens or moment you'd like to work on.

**What to solve**

**Features**

**Pick 3 to 5 screens that you potentially intend to work on during the Jam**

**Describe their feature and the data they involve:**