

	Product/Service	Customer's Job to Done	Experience
High Entry	Re-platforming	Inventing New replacing Core	Using New Assets for Market Development
Medium Entry	Major Upgrades	Re-applying to Obsolete or Complement Core	Using Present Under-Valued Assets for Market Development
Low Entry	Incremental Improvements	Using Present Abilities to Complement Core	Using Present Under-Valued Assets for Market Development

Where do you make two-thirds of your revenue?

This makes up your core business.

What Job do people hire you to be done?

Not what you do but what they want as a result of what you do.

When aren't your desired customers hiring you?

Enable customers to experience your benefits at times that are currently impossible.



	Product/Service	Customer's Job to Done	Experience
High Entry	Diesel Engines	Planes, Trucks, Containers, Ships	Telephones
Medium Entry	More Lines, Better Trains	eTickets	Telegraph
Low Entry	Improved Service	Tickets by Mail	Couriers

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