1. **Identifying the Need:** What is the need that requires a solution? Focus on finding the root of the issue.

2. **Who Has the Need:** Who does this need to be addressed for? (Target Customer)

3. **Impact on Target Customer:** How is your target customer affected by this unmet need?

4. **Location of Target Customer:** Where are these customers located?

5. **Requirements for Addressing the Need:** What resources or solutions are needed to fulfill this need?

6. **Need Statement:** [Target Customer] in [Area/Location] requires [Action/Solution] in order to [Fulfill This Need]

_____ in _____ requires

_____ in order to _____

_____