

Eliminate, Reduce, Raise Create

Owner

Product or Service

☰ Which product or service do you want to improve and innovate on?

Eliminate

☰ Which factors that the industry takes for granted should be *eliminated*?

Why eliminate these?

Reduce

☰ Which factors should be *reduced well below* the industry's standard?

Why reduce these factors?

Raise

☰ Which factors should be *raised well above* the industry's standard?

How will it improve customer's current experience?

Create

☰ Which factors that the industry has never offered should be *created*?

How will it make customer's life better?