<table>
<thead>
<tr>
<th>CONTEXT</th>
<th>PROBLEM</th>
<th>ALTERNATIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>In science class in high schools</td>
<td>Microscopes are too expensive for the school to provide 1 for each student in class.</td>
<td>Have students work in teams.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CUSTOMERS</th>
<th>EMOTIONAL IMPACT</th>
<th>ALTERNATIVE SHORTCOMINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schools in less affluent communities</td>
<td>Students get bored waiting for turn. Students feel less important/qualified than peers from other schools</td>
<td>Teachers miss valuable planning time when they have to arrange for students to complete labs after school</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>QUANTIFIABLE IMPACT</th>
<th></th>
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<tbody>
<tr>
<td>What is the measurable impact (include units)?</td>
<td>50% of urban schools report issue of insufficient microscopes in science classes</td>
</tr>
</tbody>
</table>

| |
| Parents complain when students need to stay after school to complete labs | Less effective learning for students when they share a microscope |
Customer Segment

Gains:
- Give every student an opportunity to learn hands on
- Allow all the students to learn at same time

Pains:
- Limited # of scopes available due to cost
- Scopes easily broken expensive to fix

Stakeholder: Science Teacher

Jobs To Be Done:
- Teach microscopy to students
- Stay within allocated time to teach topic
Create a subsidized rental program for microscopes for urban high schools.

Gain Creators:
- School can afford more microscopes

Pain Killers:
- School can afford more microscopes
- Damaged microscopes replaced immediately
Customer Segment

**Gains:**
- Give every student an opportunity to learn hands on
- More cost effective way to provide needed supplies (microscopes)

**Stakeholder:** School principal

**Jobs To Be Done:**
- Meet standards for educational offering in microscopy
- Stay within budget provided for science supplies

**Pains:**
- Microscopes expensive to purchase limiting supply.
- Scopes easily broken expensive to fix
Create a subsidized rental program for microscopes

School can afford more microscopes

Damaged microscopes replaced immediately as part of rental fee
Stakeholder: Parent

Gains:
- My child gets better education with more time on microscope
- School finds a way for every student to have own microscope in class without raising taxes

Pains:
- My child only gets a few minutes on microscope because there aren't enough for everyone.
- It causes logistical issues when my child has to stay after school to have access to a microscope to complete science labs

Jobs To Be Done:
- Assure child gets good education
- Limit the amount of property tax increases
Create a subsidized rental program for microscopes

Gain Creators:
- School can afford more microscopes so my child gets more time on microscope.
- School can have more microscopes at the same cost as today.

Pain Killers:
- School can afford more microscopes so my child gets more time to learn with the tool.
- My child doesn't need to stay after school to complete lab assignments.

My Company, Dotlens, (Team Name) is developing a subsidized microscope rental service to help urban high schools with limited science equipment budgets with having enough microscopes for every student to have their own for lab assignments because students achieve higher learning with more time using the equipment. (Product/Service)

WHAT? (Solution) Why? (Why? - What's In It For Them)
**Value Proposition**

**Solution:**
- Create a subscription-based microscope lab simulation app.
- No need for physical microscopes, reducing cost and damage.

**Gain Creators:**
- School can afford to provide every student with access to the app.
- Give every student the opportunity to learn hands-on.

**Pain Killers:**
- School doesn’t need to “own” microscopes, reducing cost.
- No physical microscopes to get damaged.

**Customer Segment**

**Stakeholder:** Science Teacher

**Gains:**
- Allow all the students to learn at the same time.
- Give every student an opportunity to learn hands-on.

**Jobs To Be Done:**
- Teach microscopy to students.
- Stay within allocated time to teach topic.

**Pains:**
- Limited # of scopes available due to cost.
- Scopes easily broken, expensive to fix.
Value Proposition

Solution:

Gain Creators:

- School can afford to provide each student with access to the app

Pain Killers:

- No physical microscopes to get damaged

Stakeholder: School principal

Gains:

- Give every student an opportunity to learn hands on
- More cost effective way to provide needed supplies (microscopes)

Jobs To Be Done:

- Meet standards for educational offering in microscopy
- Stay within budget provided for science supplies

Customer Segment

Scopes easily broken expensive to fix

Pains:

- Microscopes expensive to purchase limiting supply

Schools don't need to own microscopes after microscopy in science

Provide an app based microscope lab simulation subscription service that gives every student the "experience" of using a microscope
**Value Proposition**

**Solution:**
Provide an app-based microscope lab simulation subscription service that gives every student the “experience” of using a microscope.

**Gain Creators:**
- My child can learn microscopy on their smartphone.
- School can have an app for each student at lower cost than buying more microscopes.

**Pain Killers:**
- School can provide access to an app for everyone so my child gets more hands-on time.
- My child doesn’t need to stay after school to complete lab assignments.

**Customer Segment**

**Stakeholder:** Parent

**Gains:**
- My child gets better education with more time on microscope.
- School finds a way for every student to have their own microscope in class without raising taxes.

**Pains:**
- My child only gets a few minutes on microscope because there aren’t enough for everyone.
- It causes logistical issues when my child has to stay after school to have access to a microscope to complete science labs.

**Jobs To Be Done:**
- Assure child gets good education
- Limit the amount of property tax increases

My Company, Dotlens, is developing an app based microscope simulator to help urban high schools with limited science equipment budgets having enough microscopes for every student to have their own for lab assignments because students achieve higher learning with more time using the equipment.

Dotlens

an app based microscope simulator

urban high schools with limited science equipment budgets

having enough microscopes for every student to have their own for lab assignments

students achieve higher learning with more time using the equipment

WHY? (What service a MUST HAVE - Quantify It)
Stakeholder: Science Teacher

Teach microscopy to students
Stay within allocated time to teach topic

Gain Creators:
School can afford to provide every student with an add on lens

Pain Killers:
No physical microscopes to get damaged
School doesn't need to "own" microscopes to offer microscopy class

Limited # of scopes available due to cost
Scopes easily broken expensive to fix

Solution:
Provide an inexpensive plastic add on lens that turns a smart phone into a microscope

Value Proposition

Gains:
Give every student an opportunity to learn hands on
Allow all the students to learn at same time

Customer Segment

Jobs To Be Done:
Teach microscopy to students
Stay within allocated time to teach topic

Stakeholder: Science Teacher
Stakeholders:

- School principal

Meet standards for educational offering in microscopy

Stay within budget provided for science supplies

Give every student an opportunity to learn hands-on

More cost-effective way to provide needed supplies (microscopes)

Microscopes expensive to purchase, limiting supply

Scopes easily broken, expensive to fix

School can afford to provide each student with an add-on lens

Microscopes expensive to purchase, limiting supply

Scopes easily broken, expensive to fix

School can afford to provide each student with an add-on lens to turn a smartphone into a microscope

Schools don't need to own microscopes to offer microscopy in science

No physical microscopes to get damaged

Provide an inexpensive plastic add-on lens that turns a smartphone into a microscope

Value Proposition

Gain Creators:

- School can afford to provide each student with an add-on lens

Pain Killers:

- Schools don't need to own microscopes after microscopy in science
- No physical microscopes to get damaged

Customer Segment

Gains:

- Give every student an opportunity to learn hands-on
- More cost-effective way to provide needed supplies (microscopes)

Pains:

- Microscopes expensive to purchase
- Scopes easily broken, expensive to fix

Stakeholder: School principal

Jobs To Be Done:

- Meet standards for educational offering in microscopy
- Stay within budget provided for science supplies
**Value Proposition**

**Solution:**
- Provide an inexpensive plastic add-on lens for smart phones to simulate a microscope.

**Gain Creators:**
- My child can learn microscopy on their smart phone.
- School can give an add-on lens to each student at lower cost than buying more microscopes.

**Pain Killers:**
- School can provide lenses to everyone so my child gets more hands-on time.
- My child doesn’t need to stay after school to complete lab assignments.

**Customer Segment**

**Stakeholder:** Parent

**Jobs To Be Done:**
- Assure child gets good education
- Limit the amount of property tax increases

**Gains:**
- My child gets better education with more time on microscope.
- School finds a way for every student to have their own microscope in class without raising taxes.

**Pains:**
- My child only gets a few minutes on microscope because there aren’t enough for everyone.
- It causes logistical issues when my child has to stay after school to have access to a microscope to complete science labs.

**School can:**
- Provide a lens to everyone so the child gets more hands-on time.
- Provide an add-on lens at lower cost than buying more microscopes.
- Provide an inexpensive plastic add-on lens that turns a smart phone into a microscope.
- Give an add-on lens to each student in class without raising taxes.
Dotlens

an add-on smartphone microscope lens

urban high schools with limited science equipment budgets

having enough microscopes for every student to have their own for lab assignments

students achieve higher learning with more time using the equipment

My Company, ________________________________

(Team Name)

(Product/Service)

to help ________________________________

(WHO? (Market) - why?)

with ________________________________

(WHAT? (Solution) - what?)

because ________________________________

(WHY? (Why? - why?)

(service a MUST HAVE - Quantify It)