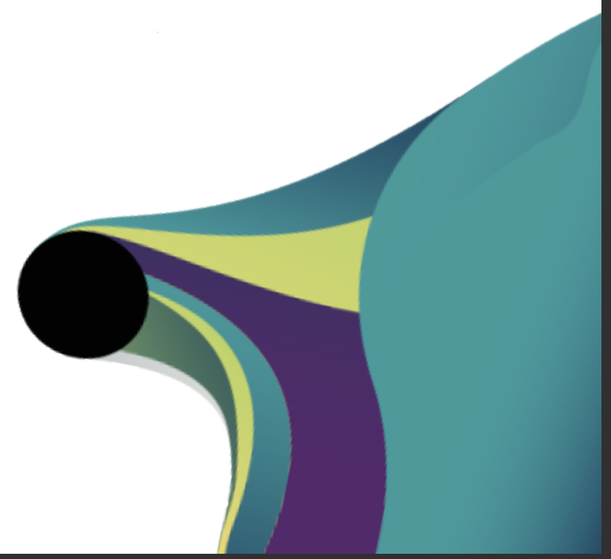
PROVE TO US THERE IS A PAIN

- Why do your customers have this Pain? What is the core emotional driver behind this Pain?

- Now that you have had time to think about the Pain you want to kill, capture the Pain in one sentence below. Try using 140 characters or less.