### WORKSHEET

Foundation 1: How to think about building a viable media business

[Lesson link](https://splicemedia.com/school-of-splice/foundation/01-how-to-think-about-building-a-viable-media-business)

## 1. Write the first draft of what would be your mission statement. Answer these two questions:

**What does your audience need? Be as specific as possible.**

**What problem can you solve for them?**

## 2. Now write down a list of assumptions. Here are 3 questions to help with that.

**What do you believe your product can do?**

It's a financial calculator that helps understand a new national budget, for example.

**What do you need to see to believe that this is actually working to solve a user problem?**

Out of 20 people I tested this with, only 1 came back with a problem.

**What do you need to see to throw out your assumption?**

If more than 40% of the folks I tested the prototype with couldn't figure out how the calculator helped them understand the budget, I would have to quickly switch gears and find something else that solved their problem.