

# Segmentation

Equity Funding  
Host on your site  
Donation based

Community Genre

Demographics

Location

Values

THE CROWD

Template, how it works..

# Segmentation

Use this space to explore reasoning behind what platform makes most sense for you

Equity Funding

Host on your site

Donation based

Use these boxes to bullet point, the different aspects of you target audience

Demographics

Location

Values

Use this space to brainstorm your target audiences passion that makes them embody your product/ service. What bring your community together?

Community Genre

THE CROWD

This takeaway should give you the foundation for reassessing the crux of your community with regard to which platform you can use