

# Point Of View

Template Variation 1

[Describe USER]

[Describe USER]

**needs a way to**

[user's NEED]

[user's NEED]

**surprisingly / because / but**

[INSIGHT]

[INSIGHT]

# Point Of View

Template Variation 2

**We met**

[Describe USER]

**We were amazed  
to learn that**

[user's NEED]

**It would be game  
changing if we can**

[INSIGHT]