# Potential JV Partners

1) **Who is your ideal client?**

2) **What problem do you solve for your ideal clients?**

3) **Who serves the same audience?**

4) **Who serves the same audience, but solves a different problem?**

5) **Who serves the same audience, but at a different stage of their journey?**

6) **What other needs do your ideal clients have?**

7) **Who are your direct competitors?**