The Value Proposition Designer

Created for: [Your Business Model]

Designed by: [Your Name]

Use in Conjunction with the Business Model Canvas

Value Proposition

Create one for each Customer Segment in your Business Model

Customer Segment

Use in Conjunction with the Business Model Canvas

Products & Services

Gain Creators

Describe how your products and services create customer gains. The benefits that make your customer happy, including functional utility, social gains, positive emotions, and cost savings.

Pain Relievers

Describe how your products and services alleviate customer pains. How do they...?

1. Get rid of barriers that are keeping your customer from adopting solutions?
2. Help your customers better or more easily?
3. Make your customer experience smoother and more pleasant?
4. Eliminate risks your customers face, e.g., in terms of time, money and effort, and other things they may experience before, during, and after getting the job done?

Customer Job(s)

Jesus is the specific customer segment in question to whom your value proposition is directed. This includes functional utility, social gains, positive emotions, and cost savings.

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www.businessmodelgeneration.com