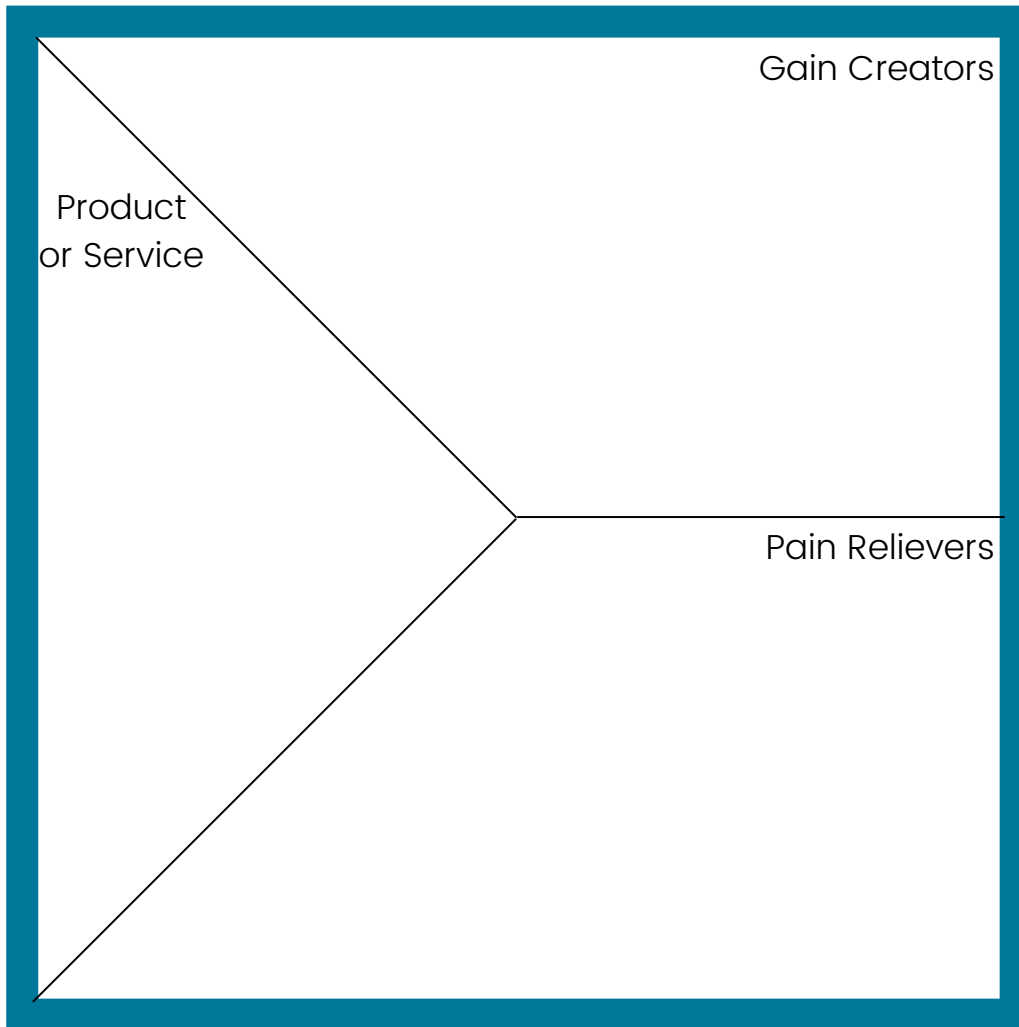
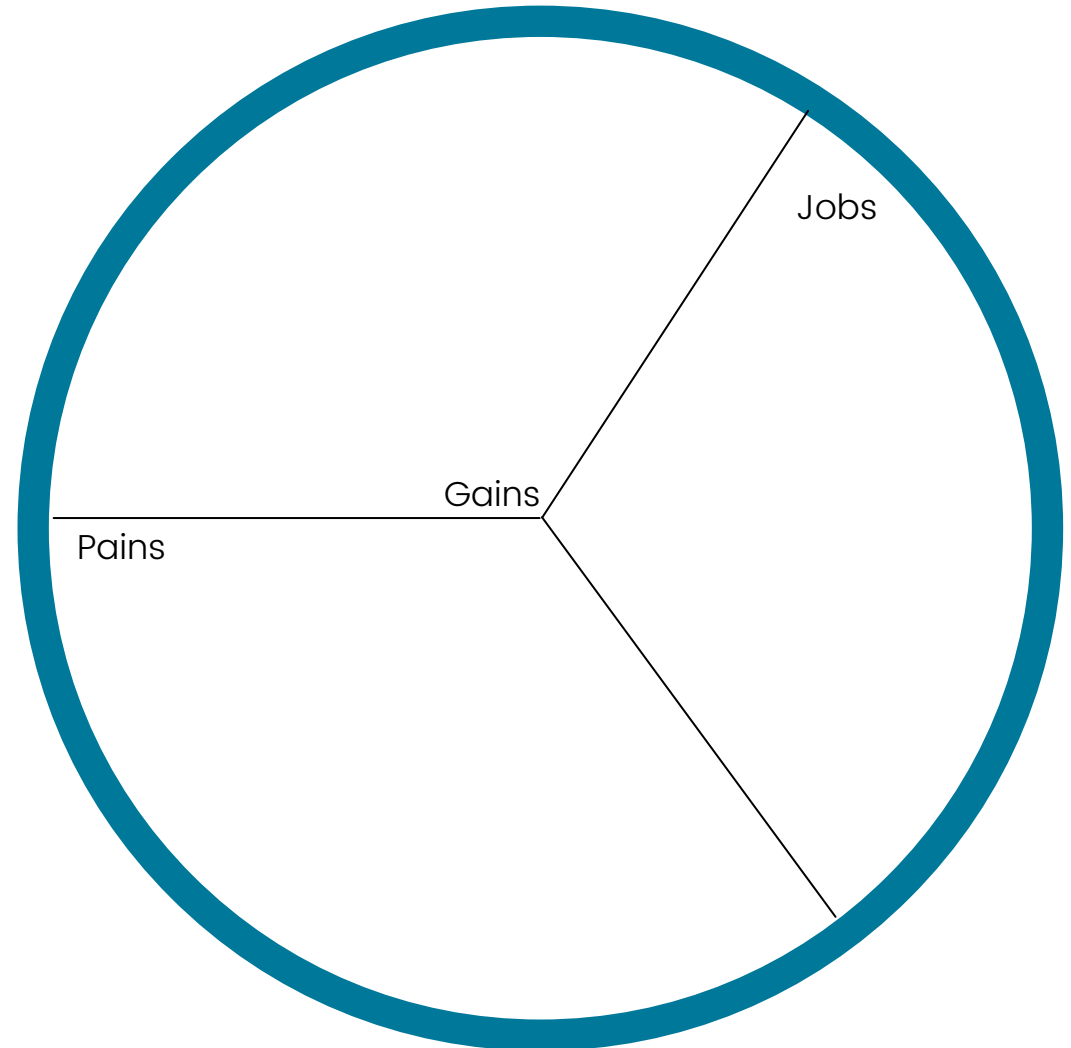


Value Proposition Canvas

Value Proposition



Client Profile



Product or Service: What are the products or services you can offer to your customer so they can get their job done?

Gain Creators: What can you offer your customer to help them fulfil their gains? Be concrete in quantity and quality

Pain Relievers: How can you help your customer relieve their pain? Explain how they will help.

Jobs: What are the jobs your customer is trying to get done in work or life? These can be functional and social

Gains: What would make your customer happy? What outcome do they want?

Pains: What is annoying or troubling your customer? What is preventing them from getting their job done?