## Value Proposition 價值主張

我們提供什麼解決客戶難題與滿足客戶需求

Key Partners	Key Activities  Key	Value Propos	ition	Customer Relationships  Channels	Customer Segments
	Resources				
Cost Structure			Revenu	ie Streams	

## 常見的 Value Proposition

Jobs to be Customization Newness Performance done Cost **Price** Design Status Reduction Risk Accessibility Usability Reduction

## 汽車



Ster M

Newness 最新款 Performance 0-100 3秒 Customization 個人化內裝

Jobs to be done 全家出遊

Design 粗獷造型 Status 尊榮地位 Price 不到百萬 Cost Reduction 省油

Risk Reduction 潰縮系統 Accessibility 只要機車牌照

Usability 輕巧好開