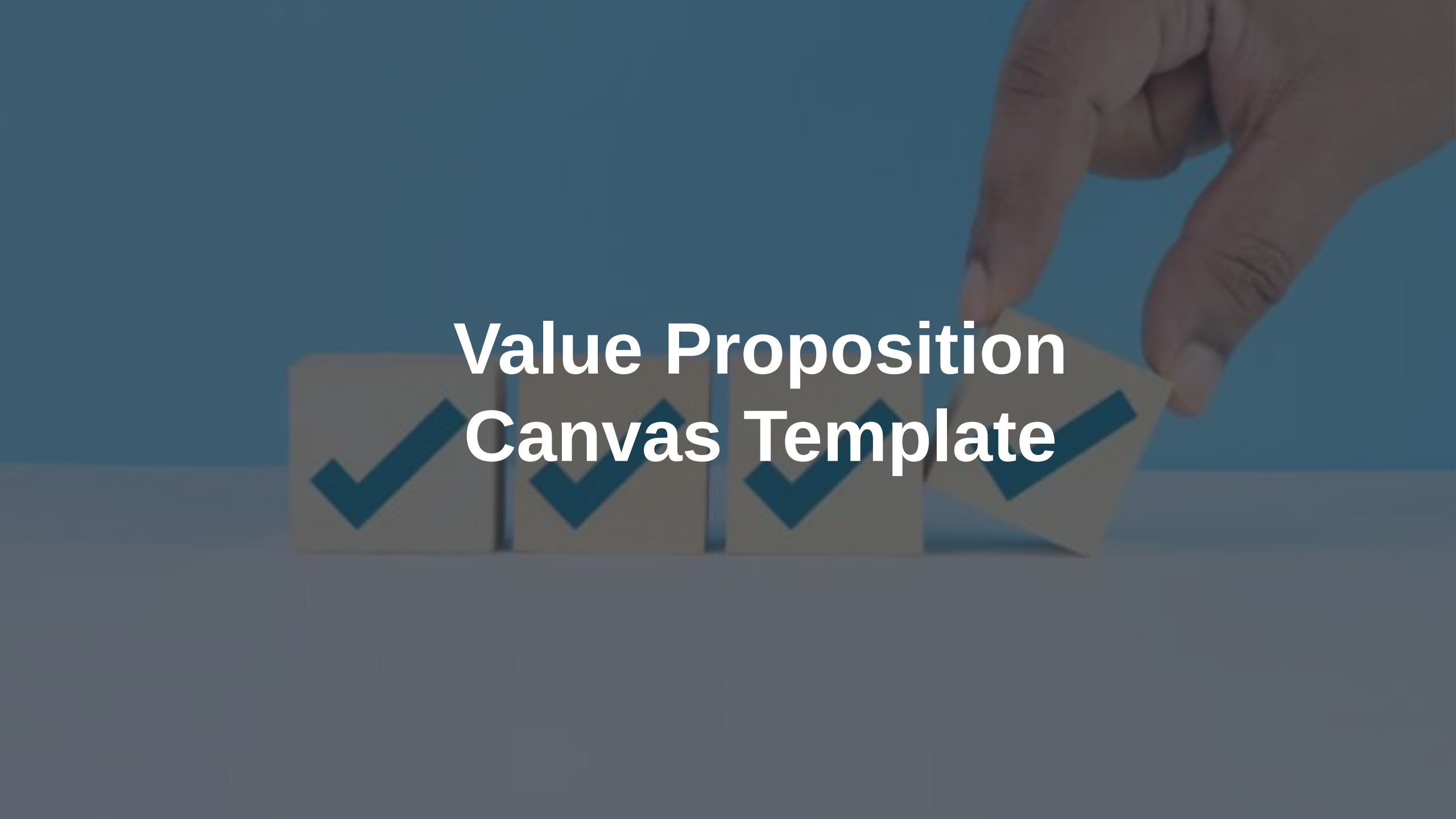


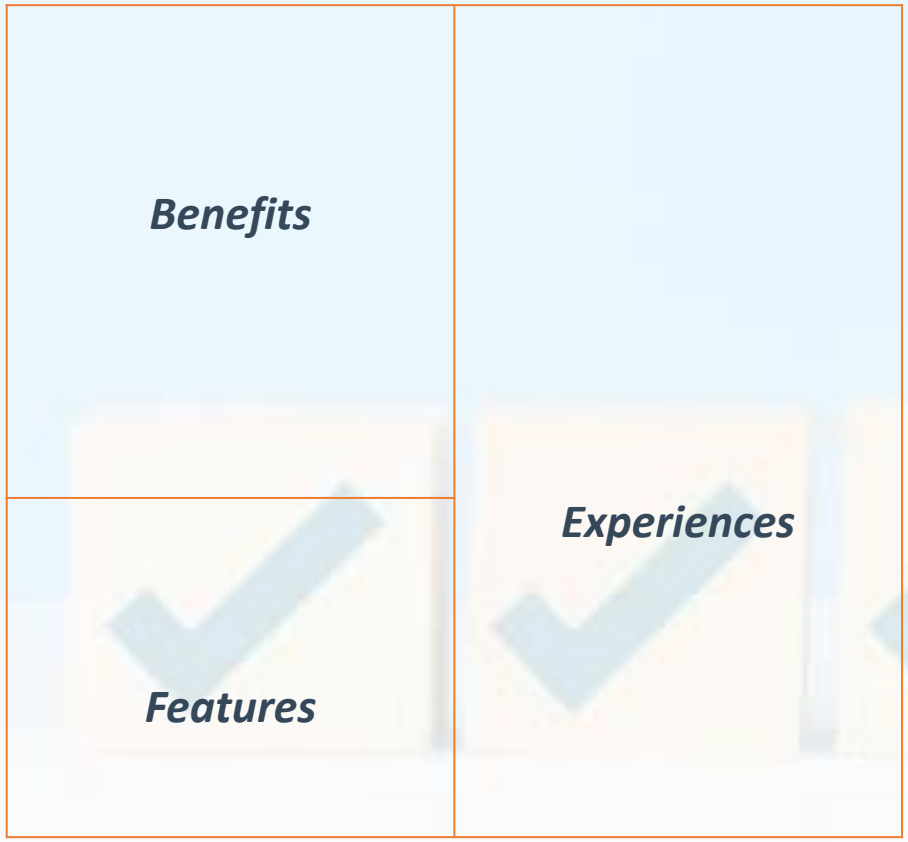
Value Proposition Canvas Template

What is a Value Proposition Canvas?

A value proposition canvas is a concept designed by Peter J. Thomson. It is described as “a fairly simple tool that quickly gets you to the ‘minimum viable clarity’ required to start building and testing a product or service.”

This template prompts you to think about what *benefits, features,* and *experiences* your product or service offers to customers, as well as the *needs, wants,* and *fears* they experience pertaining to your product. You’ll also be prompted to identify the *substitutions* for your product or service, in addition to your *product name* and *ideal customer*.

Template



Company:
Product:
Ideal Customer:

Substitutes

Example

Benefits:
Affordable
Customizable
Accessible

Features
Quality Hardware
Online Building
Free Shipping

Experiences:
Customers using CustomBike are able to design their own bicycles online or at one of our many stores. This process provides a unique experience for cyclists who know they are using a unique, quality bicycle built just for them on races and rides.

Company: CustomBike
Product: Custom-Built Bicycles for Die-Hard Cyclists
Ideal Customer: Professional and Recreational Cyclists

Substitutes:
Traditional Bikes, Modifications to Standard Bikes