

Master Class: Crafting My Value Proposition

Instructions:

- By now, you have already filled up the right side of the Value Proposition Canvas. Keep your in-progress Value Proposition Canvas ready for this session.
- Think about your questions regarding the Value Proposition Canvas – Pain Relievers, Gain Creators, etc. Make a note of these questions in the space below.
- Submit the questions ahead of the session to your facilitator. Make sure you submit questions at the level of your teams. There may not be enough time to address individual questions.
- Note down the answers and any other important points shared by the Master Faculty (**page 2**).

Record your questions in the table below:

Question 1	What will help our customer feel better about the problem ?
Question 2	What will make customer to adopt the solution ?
Question 3	What will help customer to become stress free ?
Question 4	How can we fulfill our customer's dream ?
Question 5	What will make the adoption easier ?

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Notes

- 1) In this digital era everyone wants every thing to be done in just a click and this is the same thing that our PV is doing.
- 2) Our solution will provide easy access to the worship products and pandits on one click and it will also save money by making them compare prices and get best deal in their interest. With all these they will also be stress free to find pandits which will save them time.
- 3) If a family is organizing some religious rituals then it require a purohit or pandit and a variety of worship products we are providing all these things on a click at your doorstep so this will make them stress free for ritual.
- 4) By using our online services our customer can live hassle-free life and can save a lot of time which he can utilize by spending with family or friends.
- 5) With this digital era it is already a piece of cake to book something using smartphone and since our solution includes website designing so we don't think we have such issue in adoption.