

VALUE PROPOSITION

Customer Segment

- Describe who this Value Proposition is aimed at.
- You often have multiple customer segments - just choose one today.
- These may include end users, superiors, suppliers and grants committees.

Customer Jobs

- Describe what outcomes your **Customer Segment** wants.
- These jobs may be functional, emotional or social.
- They may vary for different customers, just focus on one customer today.

Customer Pains

- Describe negative emotions, undesired costs or risks that your end user could experience completing this job.
- These are the fundamental needs which drive the end user's decision to adopt your solution.
- Customers must have some real pain to adopt something new.

Customer Gains

- Describe the additional benefits to your end user, if your solution is adopted.
- Pains & Gains are sometimes interchangeable. If you are unsure which category to put an issue in – don't stress – just choose one! They are just hypotheses which you will need to prove or disprove regardless.
- These will not necessarily sell your solution, but they may shift the balance in your favour and enhance customer retention.

Products & Services

- List the products or services you provide in your solution to fulfil the **Customer Job(s)**.
- Explain what your solution does, not how it works.
- Match your solution to the **Customer Job(s)** required.

Pain Relievers

- Describe how your solution solves the **Customer Pains**.
- Match them as closely as possible, but you don't need to address every identified pain.
- Don't oversell your solution, your Pain Relievers must be credible.

Gain Creators

- Describe how your solution creates the **Customer Gains**.
- These are bonus benefits your solution provides.
- Add more gains if you come up with more benefits!