

VALUE PROPOSITION CANVAS

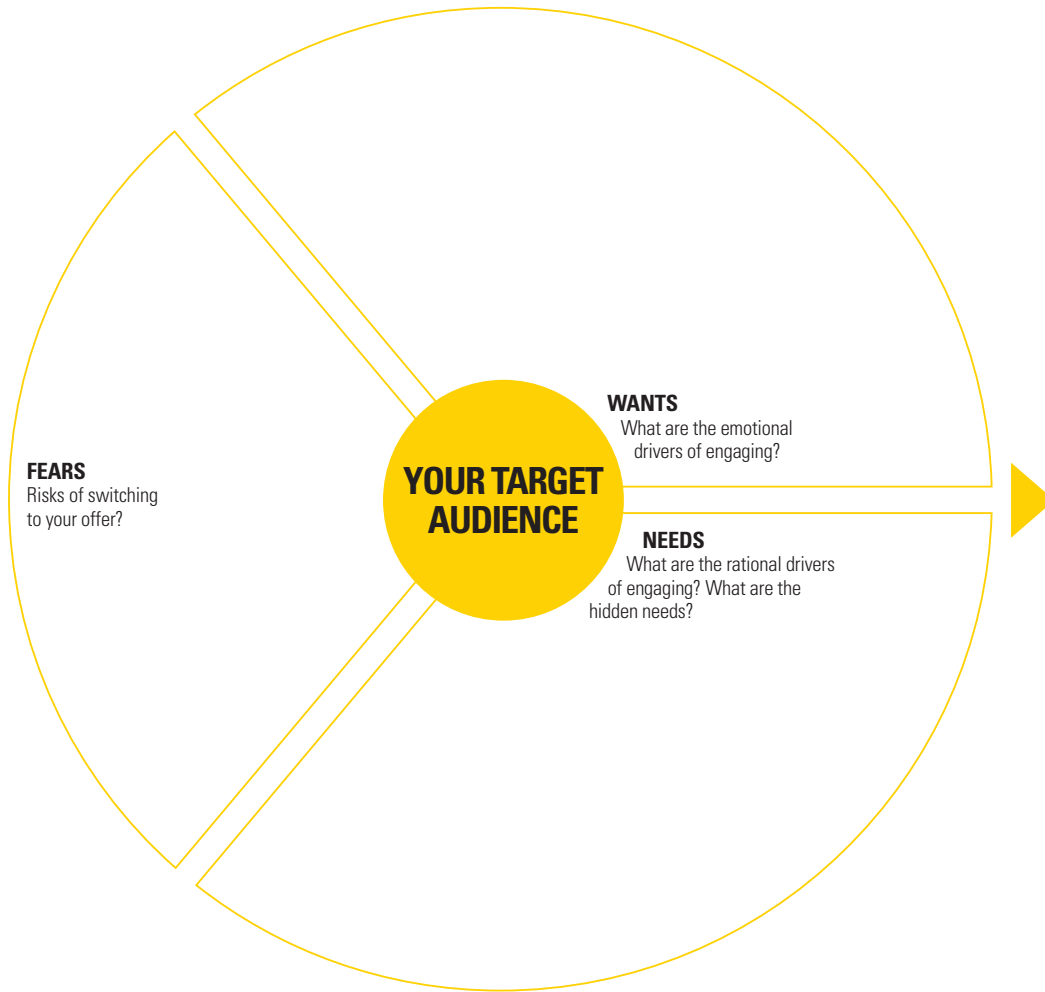


WHY SHOULD THEY CARE?

For [target audience], **your business** is the [frame of reference, or category in which you compete] that delivers [benefit/point of difference] because only **your business** is [reason to believe].



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SUBSTITUTES

What do people currently do instead?

BENEFITS

What do you do?

EXPERIENCE

What does it feel like to work with you?

WHAT YOU OFFER

FEATURES

Reasons to believe?