

Value Proposition Canvas & Business Model Canvas

UBER

Key Partners Who are our Gry Partners? Who are our key suppliers? Which Gay Resources are we acquiring from goatness? Which Gay Activities do partners perform?

W

- Compensies that provide interacticve maps
- Investors





earn when you want and where you want



Rating System

How could are they?

Channels Through which Channels do our Customer Segments want for be reached?

How are we reaching them now? How are our Durman integrated? Which ones work best? Which may are next cost-officient? How are we integrating them with custome vouline

Uber app

Customer Segments

For when are we creating value? Who are our most important customers?

Riders

Drivers

Cost Structure

Aftet are the most important costs inherent in our tusiness model? Wish Kry Resources are mest expensive? Which Key lictivities are most expensive?

internal talent

Platform easy to

Network of drivers

use and secure

- Legal expense
- Platform development
- Marketing

Revenue Streams

For what value are our distances really willing to pay? for what do they currently pay? How are they currently paying How would they prefer to pay How much does each Revenue Stream contribute to coverall revenues!

service





Key Partners



Who are our Gry Partners? Who are our key suppliers?

- digtial payments
- Authorities at aerport
- Cleaning&Mantai nence companies
- Providers of complementors

 - compenies

Key Activities



What Ray Activities do our Value Propositions require? Our Distribution Channels?

- selling tickets
- planning timing of
- customer service
- cleaning and mantainence of planes

Key Resources



- aerport structures
- human resources

Value Propositions



What value do we deliver to the customen? Which are of our customen's publishes one we beloing to salve? What bundles of products and services are secofiering to each Customer Segment? Which customer needs are we satisfying?

Low-cost flights

ovunque a basso costo con buona experience

Customer Relationships



How couldn't are there?

- Website
- Call center

Channels



How are we reaching them now? How are our Durmels integrated?

Through which Channels do our Customer Segments

Which mes are most cost-officient? How are we integrating them with outcome routines?

want to be reached?

Website Ryanair

Customer Segments



low cost and «digital» customers

Cost Structure

What are the most important costs inherent in our business mode? VischiCry Resources are most expensive?

- Website (development and mantainance)
- employee salary



Revenue Streams

For what value are our customers really willing to pay? for what do they currently pay? low are they currently paying: fow would they prefer to pay

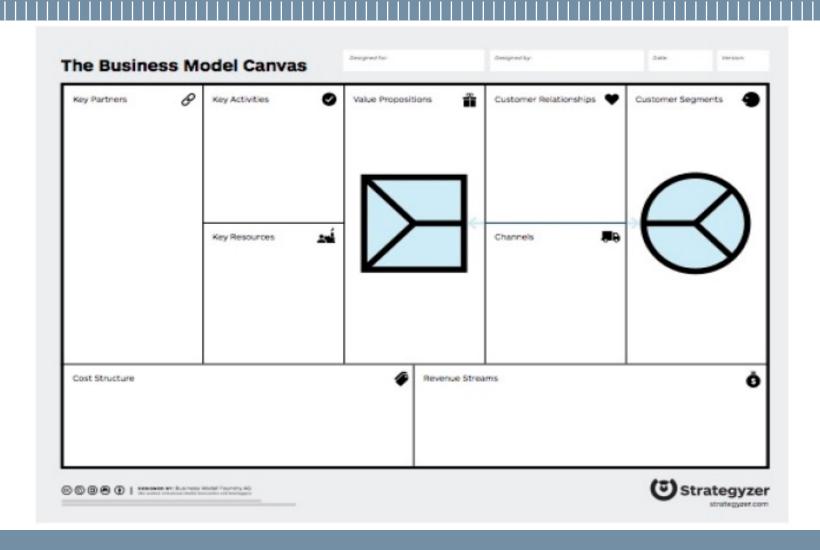
How much does each Revenue Stream contribute to asseall revenue/

flights tickets

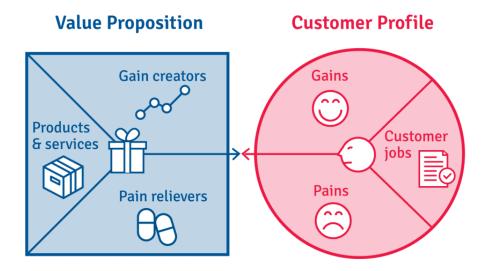
(food, porfume ecc.)



Feeding the BM Canvas with the VP Canvas

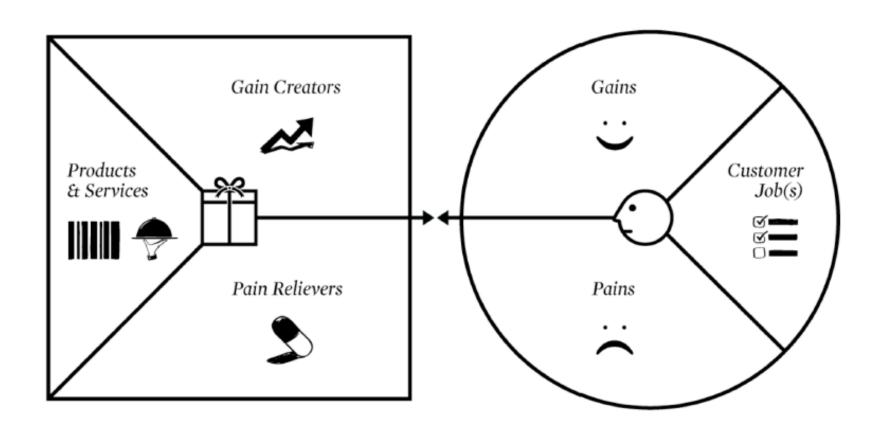


VP Canvas



- Value Proposition Canvas is a tool that helps the company design products and services that customers want. Then you need a supporting business model.
- The Value Proposition Canvas was initially developed by **Alexander Osterwalder** as a framework to ensure that there is a fit between the product and market.
- This tool is based on two components of the **Business Model Canvas**: **Customer Segment**, the right side of the Value Proposition Canvas and **Value Proposition**, the left side of this tool.

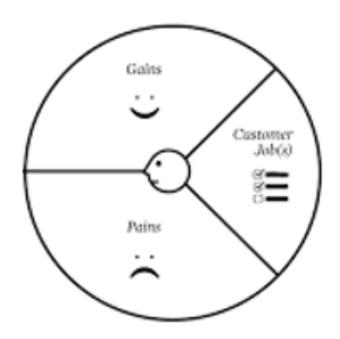
The Value Proposition Canvas (Osterwalder, 2013)



VP Canvas Components: Customer Profile

CUSTOMER PROFILE: describes the job/s that your customers try to get done. It's a map useful to learn more about your customer

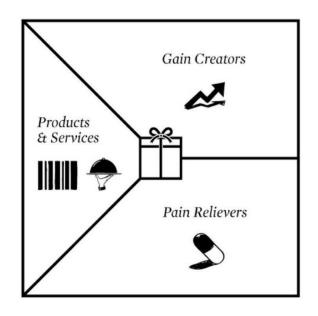
- **Gains** the benefits, and positive outcome that the customer expects and needs.
- **Pains** the negative experiences, frustration, emotions and risks that the customer experiences in the process of getting the job done.
- Customer jobs the functional (i.e. getting from A to B), social (i.e. like impress friends) and emotional (like gaining piece of mind) tasks or jobs that customers are trying to perform, problems they are trying to solve and needs they wish to satisfy.



VP Canvas Components: Value Map

VALUE MAP: make explicit how your product and services relieves pains and creates gains for customers.

- **Gain creators** how the product or service creates customer gains, maximizing the benefit for your customers.
- Pain relievers -how the product or service are pain relievers
- Products and services the products and services which create gain and relieve pain. Your VP is base on these product and services.



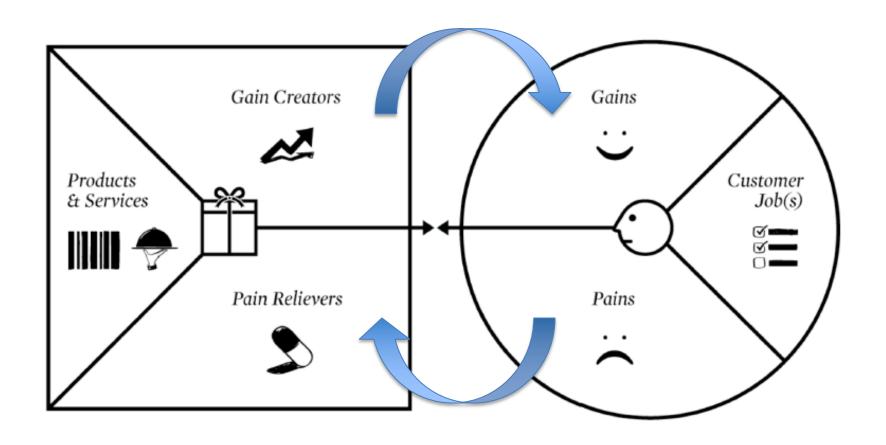
VP Canvas: Steps

- 1. **DEFINE YOUR CUSTOMER PROFILE**: Identify your customer's major Jobs-to-be-done, the pains they face when trying to accomplish their Jobs-to-be-done and the gains they perceive by getting their jobs done.
- 2. **DEFINE YOUR VALUE MAP:** Define the most important components of your offering, how you relieve pain and create gains for your customers.
- 3. ACHIEVE PRODUCT-MARKET FIT: Adjust your Value Proposition based on the insights you gained from customer evidence and achieve Product-Market fit. Especially, the fit can be achieved matching pains with pain relievers and gains and gains creators.

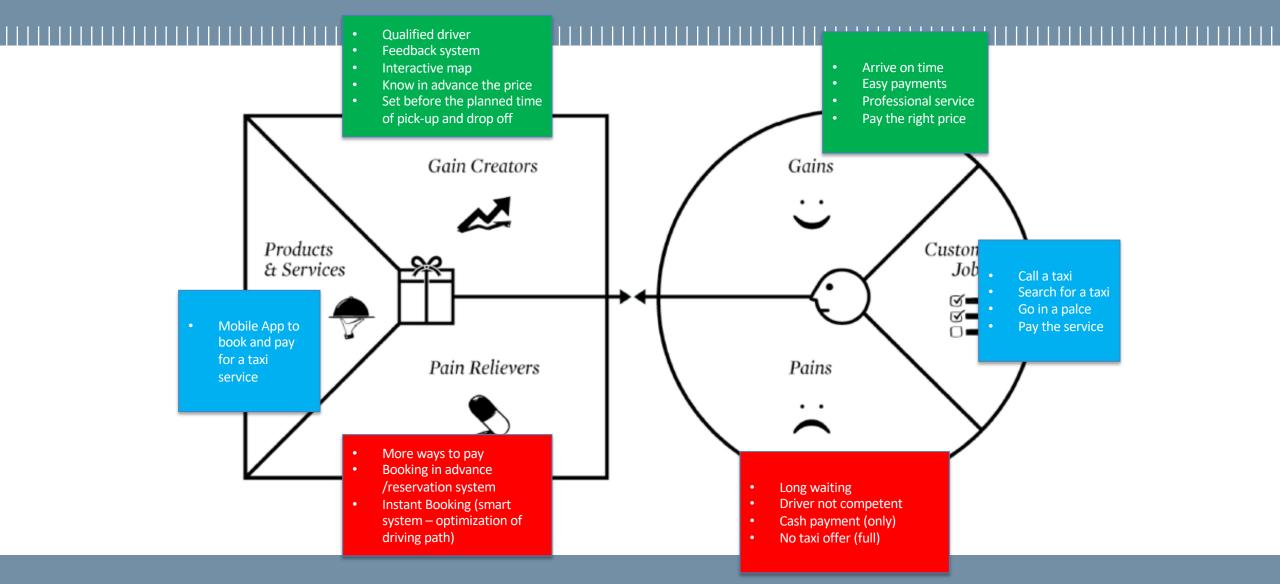




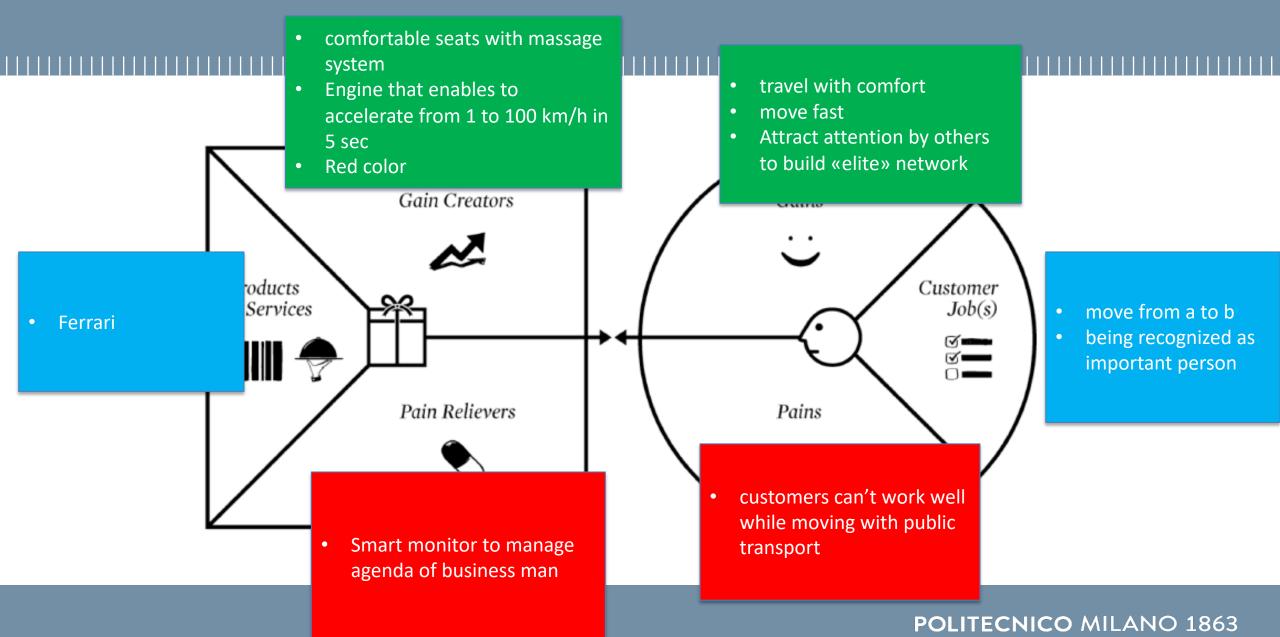
The Value Proposition Canvas: FIT



The Value Proposition Canvas (Example 1)



The Value Proposition Canvas (Example 2)



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