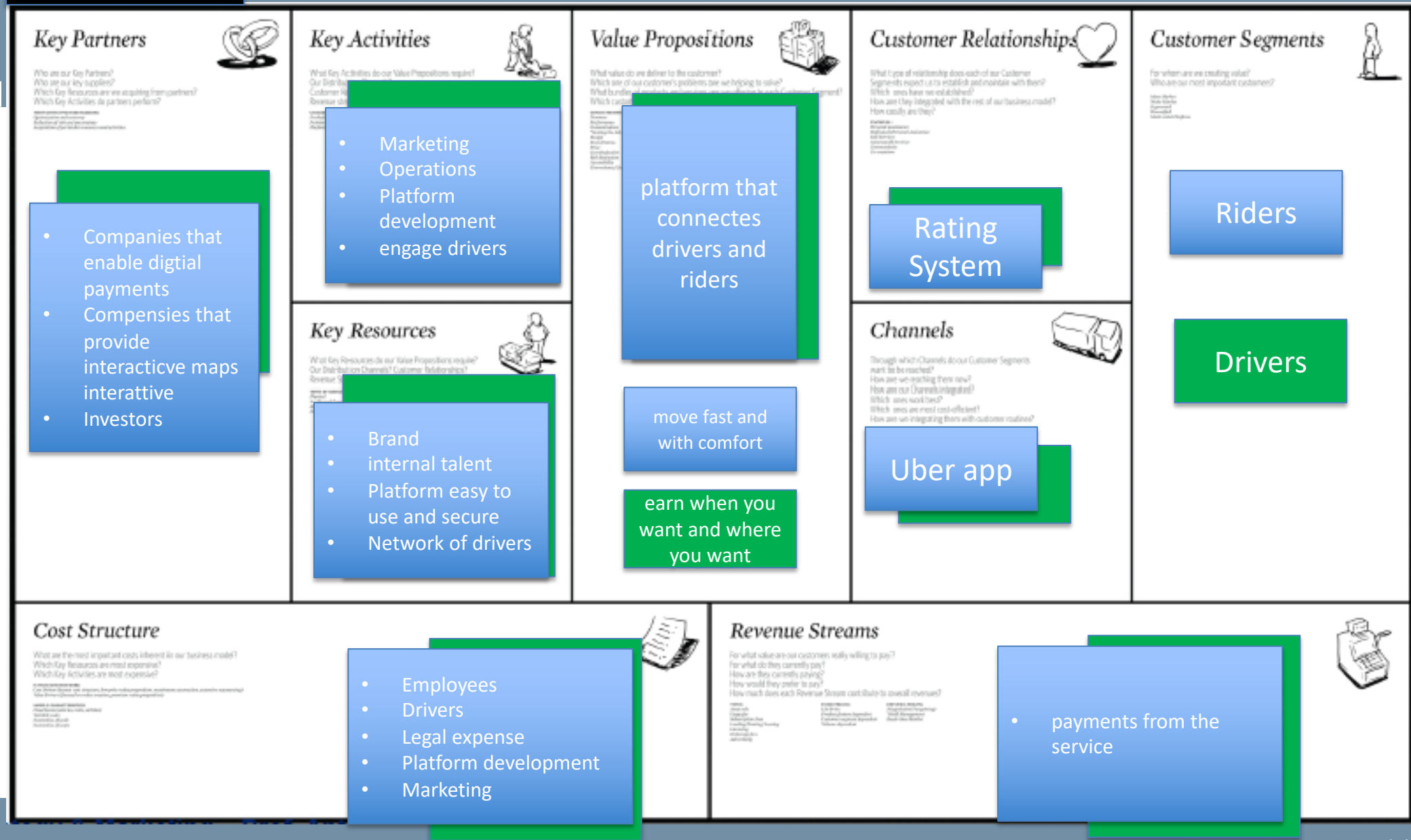


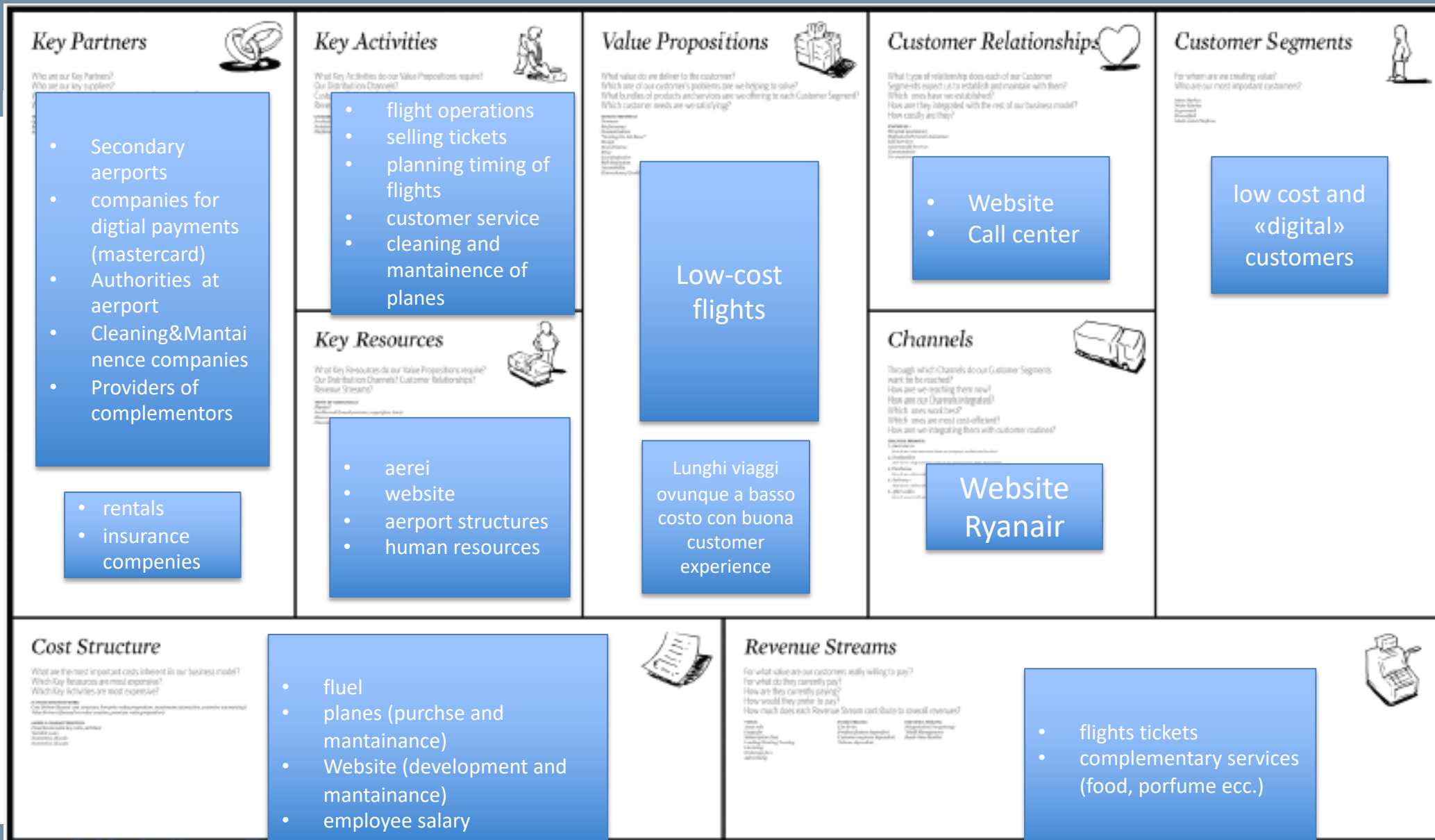


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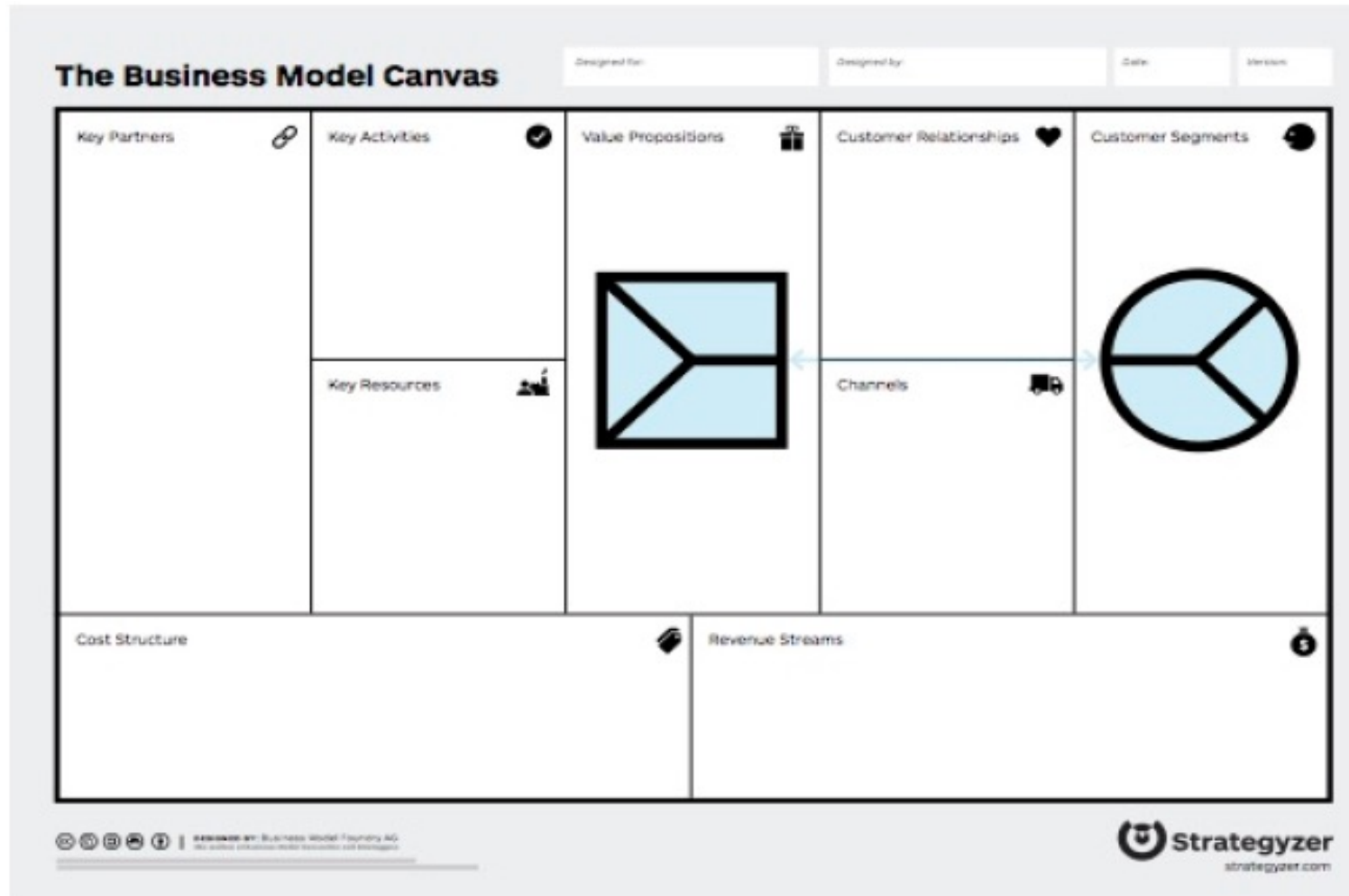
Value Proposition Canvas & Business Model Canvas

Angelo Cavallo

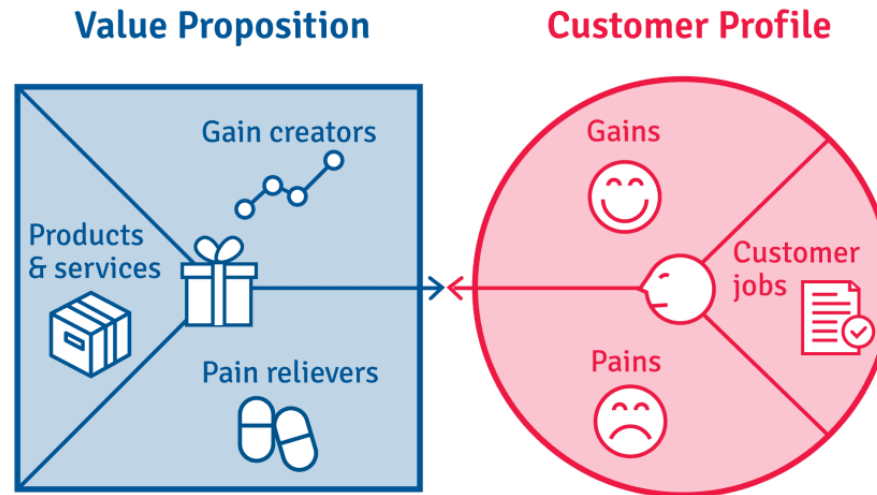




Feeding the BM Canvas with the VP Canvas

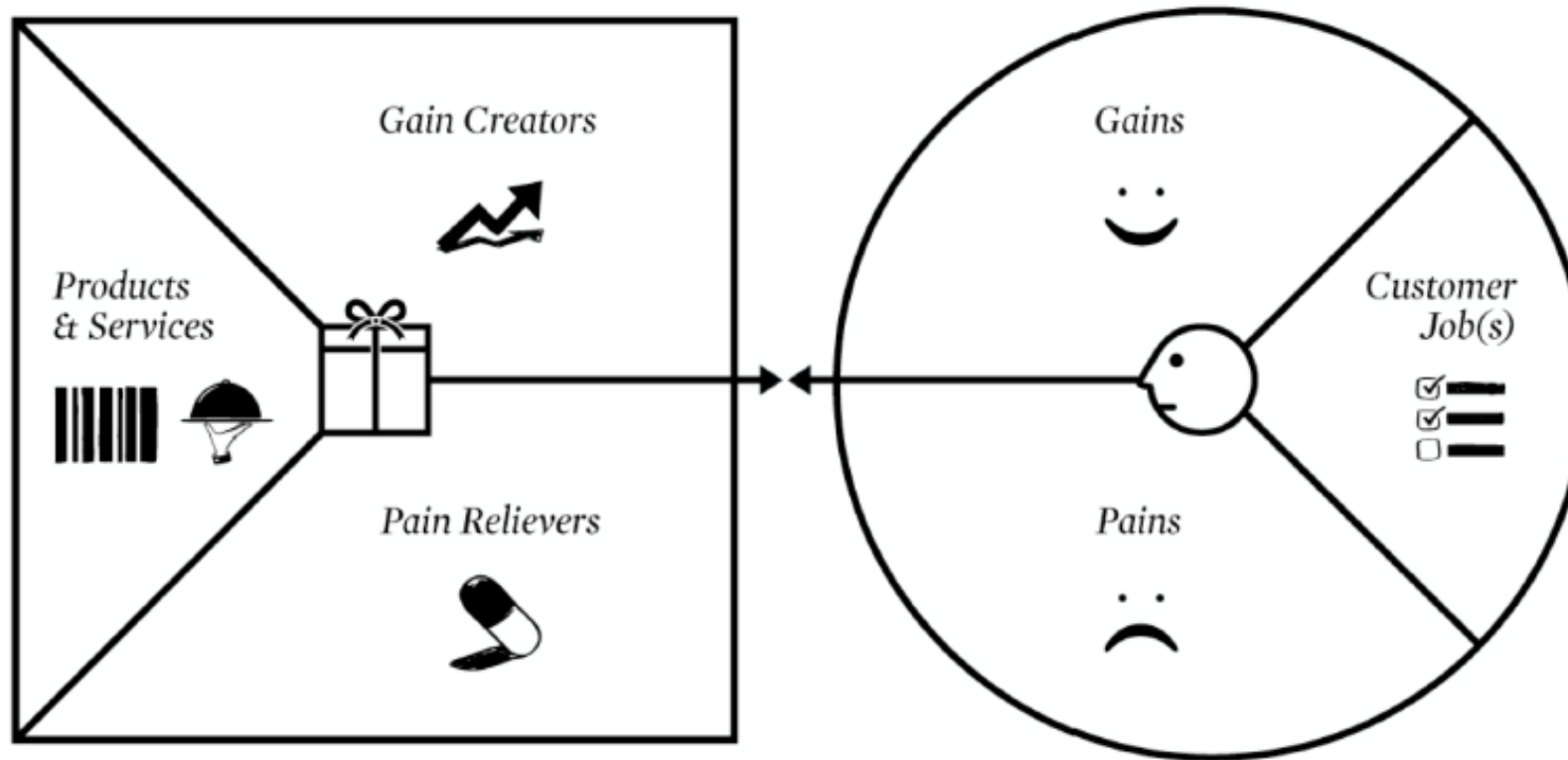


VP Canvas



- **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.

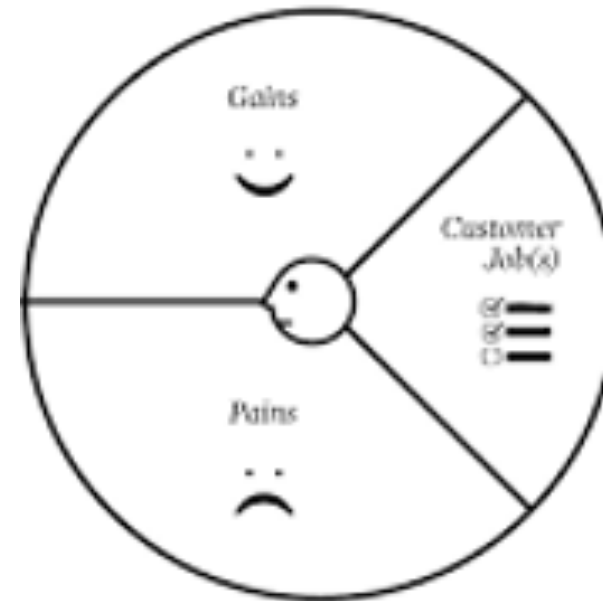
The Value Proposition Canvas (Osterwalder, 2013)



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

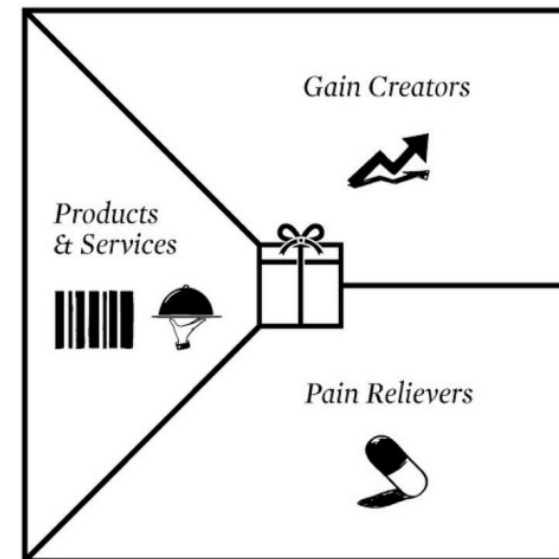
- **Gains** - the benefits, and positive outcome that the customer expects and needs.
- **Pains** - the negative experiences, frustration, emotions and risks that the customer experiences in the process of getting the job done.
- **Customer jobs** - the functional (i.e. getting from A to B), social (i.e. 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.

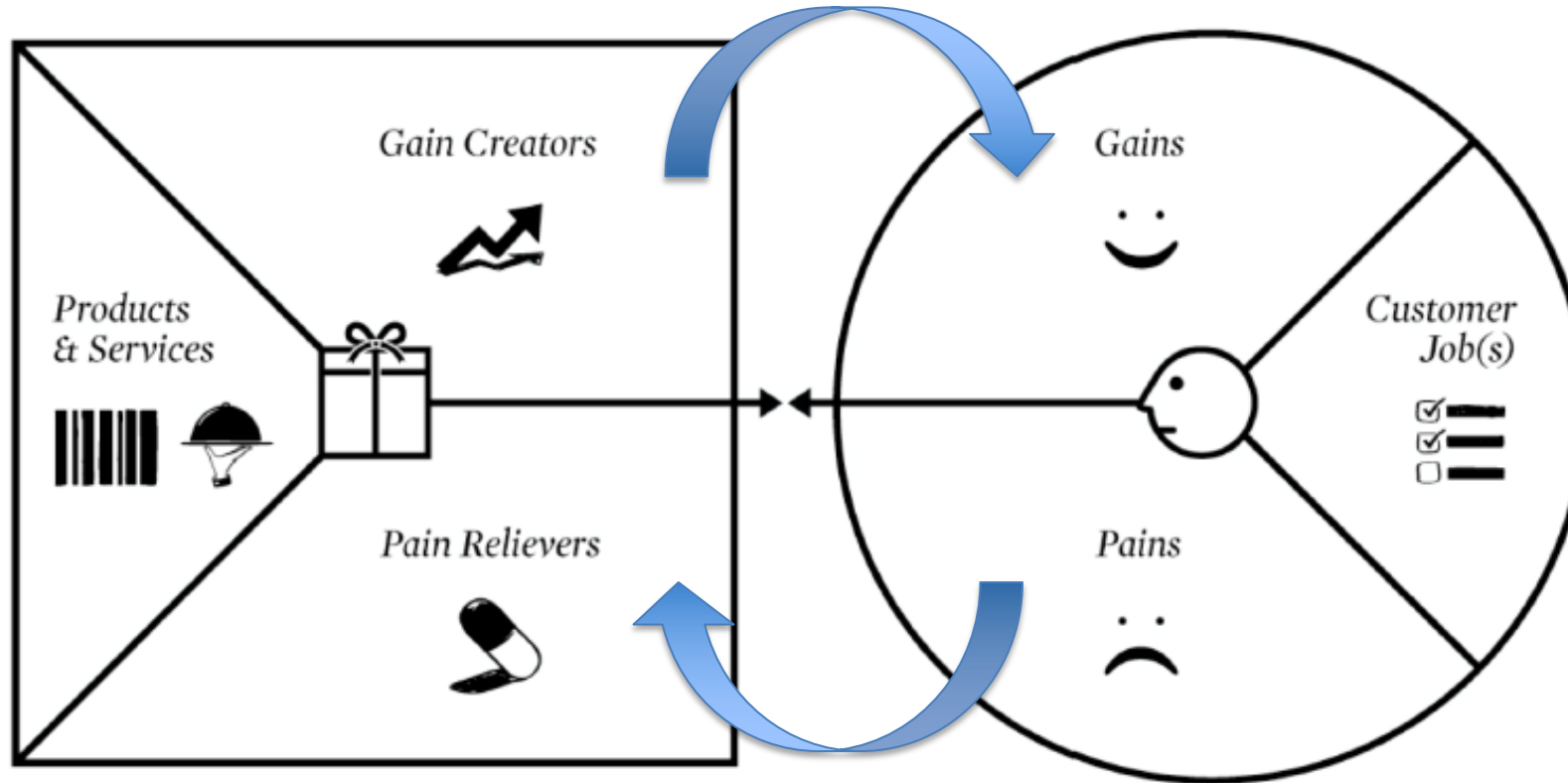


VP Canvas: Steps

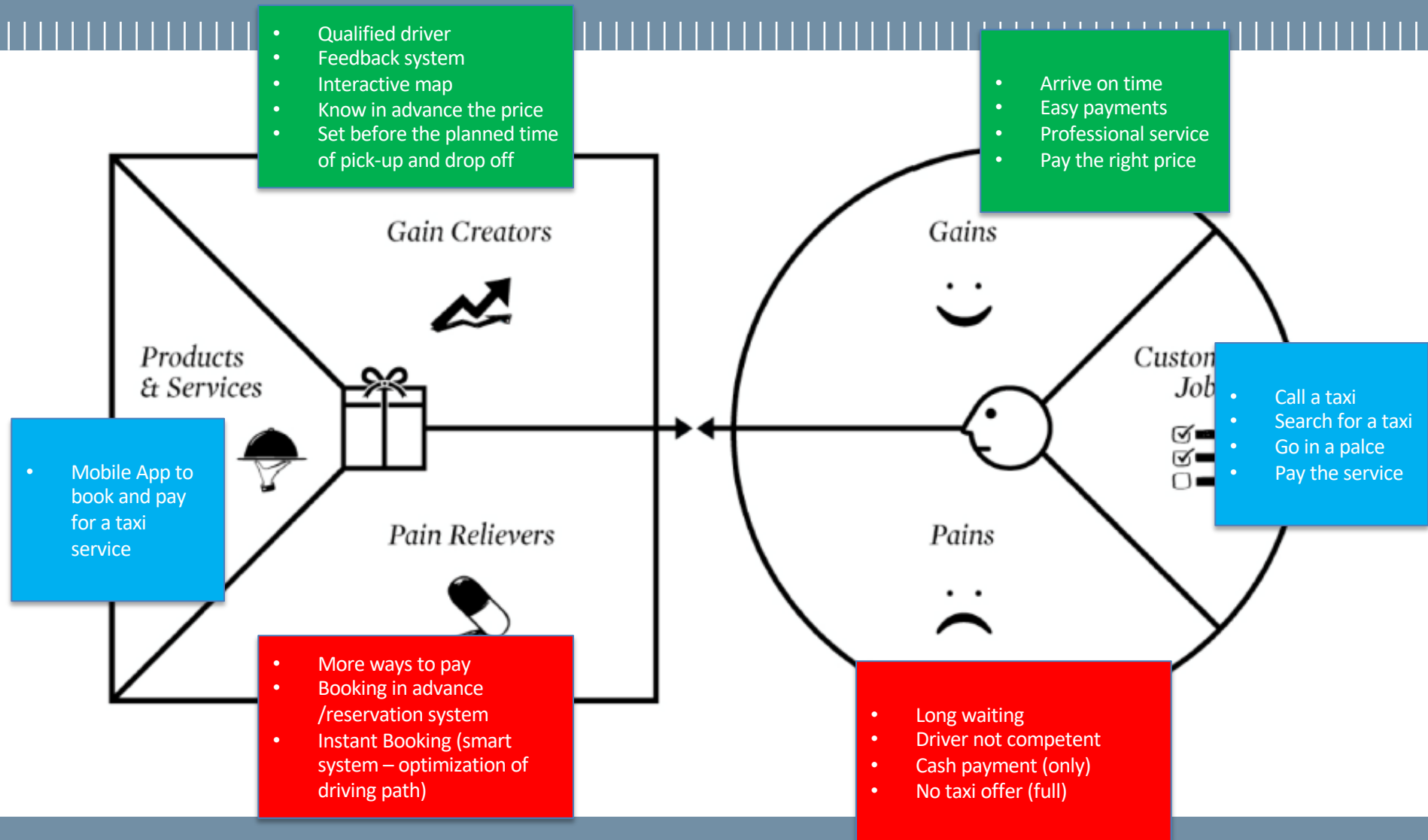
1. **DEFINE YOUR CUSTOMER PROFILE:** Identify your customer's major Jobs-to-be-done, the pains they face when trying to accomplish their Jobs-to-be-done and the gains they perceive by getting their jobs done.
2. **DEFINE YOUR VALUE MAP:** Define the most important components of your offering, how you 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.



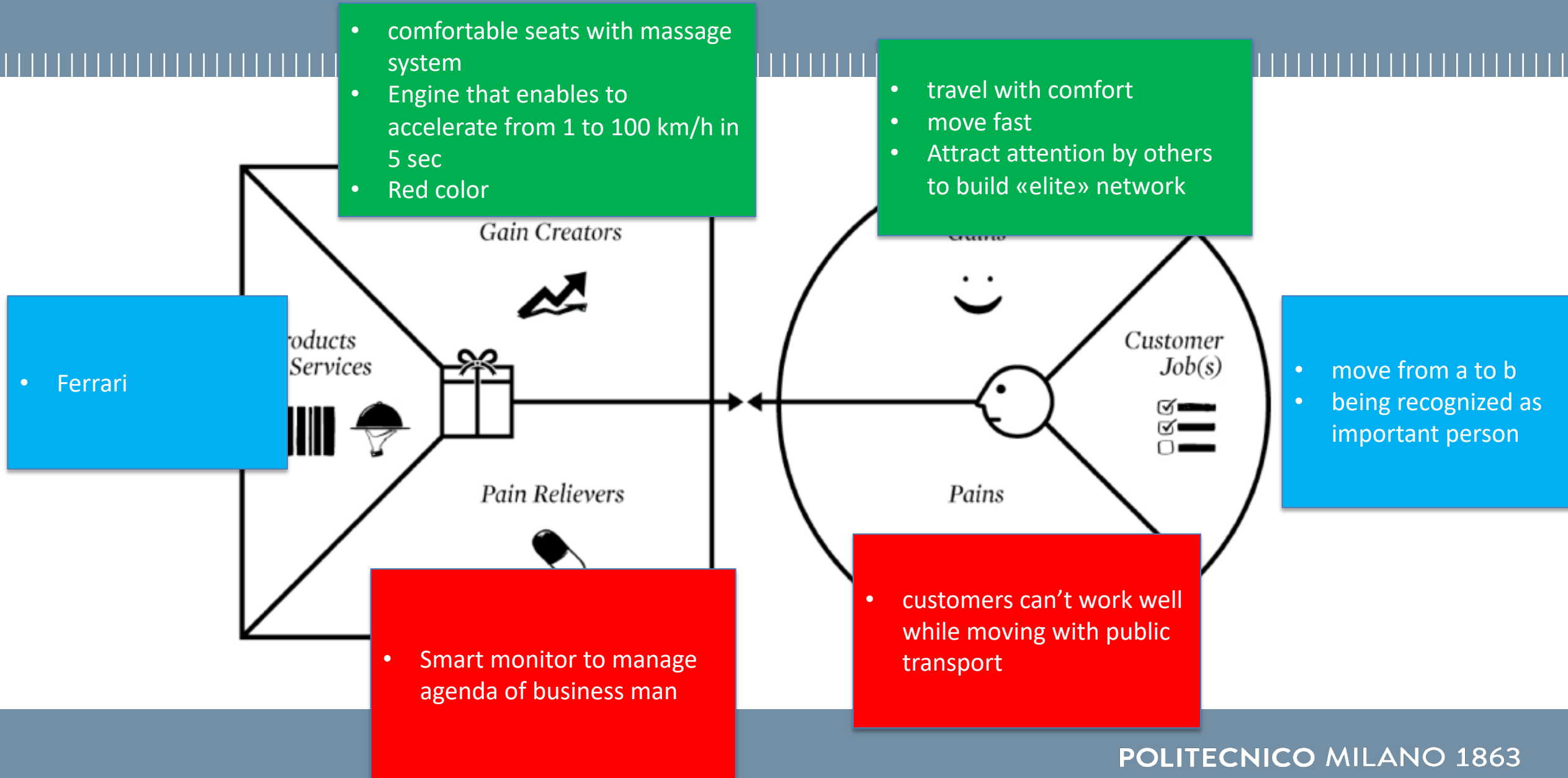
The Value Proposition Canvas: FIT



The Value Proposition Canvas (Example 1)



The Value Proposition Canvas (Example 2)



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