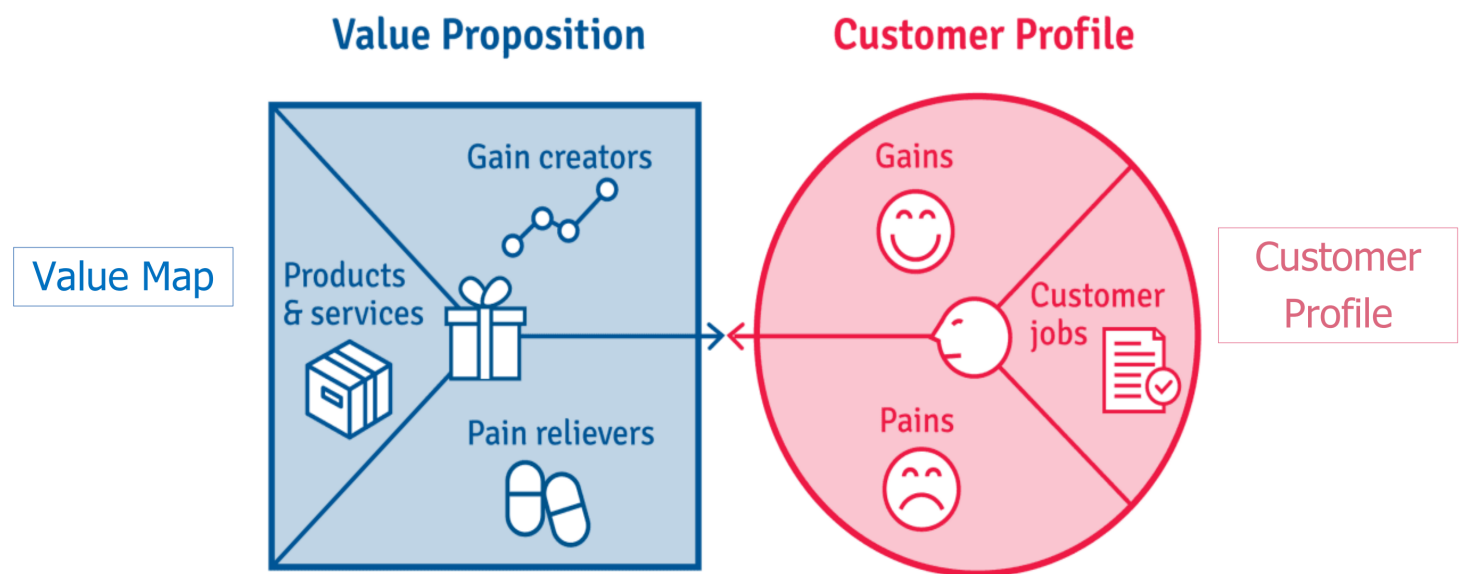


M6 - Value Proposition

Customer Value

- Usefulness of a product/service to a customer
- Varies from customer to customer
- Value proposition: bundle of products and services that create value for a specific customer segment

Value Proposition Canvas



Customer Profile

- Customer jobs: What customers are trying to get done (both professionally and in their personal life)
- Gains: Benefits they are seeking
- Pains: Existing problems and obstacles with doing customer job

Value Map

- Products/Services: Your solution to help with customer jobs
- Gain creators: How your product creates gains they want
- Pain relievers: How your product reduces/removes existing customer pain points

Positioning Statement

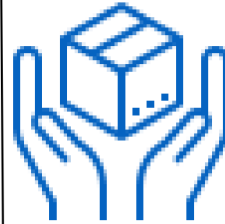
Positioning Statement - Example: Tesla

- **For** wealthy individuals & car lovers
- **Who** want an environmentally friendly & high-end sports car
- The Tesla Roadster is a an electric automobile
- **That** delivers unprecedented performance without damaging the environment

Differentiation



- **Unlike** Ferraris and Porches,



- **Our Product** product has fantastic mileage, unparalleled performance and no direct carbon emissions.