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|  |  | | *Designed for:* | | | | *Designed by:* | | | | *Date:* | | *Version:* |
| **Value Proposition Canvas** | | | Startup Name | | |  | Name, Name2, … | | |  | DD/MM//YYYY |  | X.Y |
|  | | |  | | |  |  | | |  |  |  |  |
| **Product** | | | |  | **Customer** | | | | | | | | |
| **Benefits** | | **Experience** | | **Wants** | | | | **Fears** | | | | |
| A benefit is what your product does for the customer. The benefits are the ways that the features make your customer’s life easier by increasing pleasure or decreasing pain. The benefits of your product are the really core of your value proposition. The best way to list out the benefits of your product on the canvas is to imagine all the ways that your product makes your customer’s life better. | | The product experience is the way that owning your product makes the customer feel. It’s the sum total of the combined features and benefits. Product experience is different to features and benefits because it’s more about the emotional reasons why people buy your product and what it means for them in their own lives. The product experience is the kernel that will help identify the market positioning and brand essence that is usually built out of the value proposition. | | The emotional drivers of decision-making are things that we want to be, do or have. Our wants are usually conscious (but aspirational) thoughts about how we’d like to improve our lives. They sometimes seem like daydreams but they can be powerful motivators of action. The wants speak more to the pull of our hearts and our emotions. | | | | Fears can be a strong driver of purchasing behaviour and can be the hidden source of wants and needs. For any product there is a secret “pain of switching“. Even if your product is better than the competition, it might not be a big enough improvement to overcome the inertia of the status quo. | | | | |
| **Features** | | **Needs** | | | |
| A feature is a factual description of how your product works. The features are the functioning attributes of your product. The features also provide the ‘reasons to believe’. Many FMCG marketers deride the importance of features because features are no longer a point of difference in most FMCG marketing. But for technology products and innovative new services the features on offer can still be an important part of your value proposition. | | The customer’s needs are the rational things that the customer needs to get done. Interestingly, needs are not always conscious. Customers can have needs that they may not know about yet. Designers call these “latent needs“. The needs speak more to the pull of our heads and rational motivations. | | | |
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| **Product** | | **Ideal Customer** | |  | **Substitutes** | | | These are not just the obvious competitors, but also existing behaviours and coping mechanisms. Remember that people made it this far in life without your product. If your product isn’t better than the existing solutions then you don’t have a real-world value proposition. | | | | | |
| Name your product or service | | Name you ideal customer | |  | | |
| Designed by: Peter J. Thomson, based on the work of Steve Blank, Clayton Christensen, Seth Godin, Yves Pigneur and Alex Osterwalder. (<https://www.strategyzer.com/canvas/value-proposition-canvas>). PowerPoint implementation by: Neos Chronos Limited ([https://neoschronos.com](https://neoschronos.com/)). License: [CC BY-SA 3.0](https://creativecommons.org/licenses/by-sa/3.0/) | | | | | | | | | | | | | |

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| **Value Proposition Canvas** | | | Ekhane | | |  | Anna Wierzbicka, Ramya Khare | | |  | 21/12/2021 |  | Draft |
|  | | |  | | |  |  | | |  |  |  |  |
| **Product** | | | |  | **Customer** | | | | | | | | |
| **Benefits** | | **Experience** | | **Wants** | | | | **Fears** | | | | |
| Waste producers:   * Convenient access to waste pickup; * Financial incentives after waste pickup.   Waste buyers:   * Facilitated access to waste material. | | Waste producers:   * Encouragement to sort waste after receiving monetised incentives. * Ease of Scheduled (& Segregated) Waste pickup at doorstep.   Waste collectors:   * Optimised Route for Collection of Waste based on requests generated by Waste Producers * Segregated waste obtained easily and lesser need to handle soiled waste   Waste Buyers:   * Ease of Ordering different types of waste in large quantities | | Waste producers:   * Financial incentives for waste segregation and disposal.   Waste collectors:   * More stable income.   Waste buyers:   * Maximised profit. | | | | Waste producers:   * Unsafe segregation – foul smell; space requirement * Segregation effort that gets mixed up in the waste flow; * No choice in waste disposal.   Waste collectors:   * Unstable income; * Hazardous working conditions.   Waste buyers:   * Lack of raw material to be reused. | | | | |
| **Features** | | **Needs** | | | |
| * Waste Pickup: to create an account, upload description and photo of waste (geotagged for pickup). The user is monetized according to the waste value. * Waste Order: a request for the quantity and type of waste required. * TrashTalk: a blog that documents success stories and captures ways to upcycling/recycling waste. * Events: details of clean-up events and games aimed at generating awareness. | | Waste producers:   * More choices for the disposition of waste; * More control over the final destination of the waste; * Clearer neighbourhoods.   Waste collectors:   * Safer work environment. * Shift from Informal to Formal Economy and secure employment   Waste buyers:   * Stable supply. | | | |
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| **Product** | | **Ideal Customer** | |  | **Substitutes** | | |  | | | | | |
| *Ekhane* (Alternative place for your waste) | | Waste producer, waste collector, waste buyer | | Lack of knowledge and stimulus to segregate | | |
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