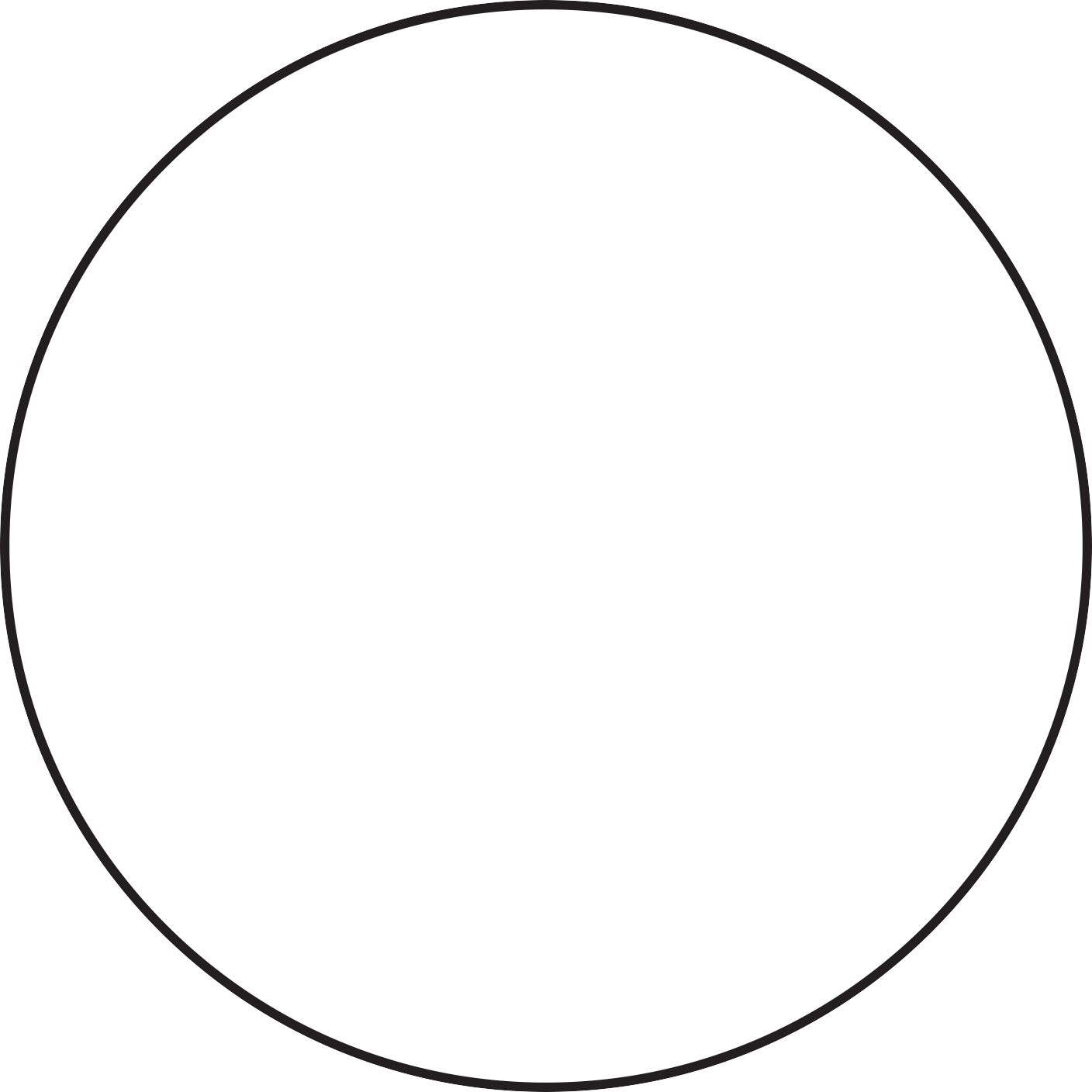
**The Value Proposition Canvas**

*Customer Segment*

*Value Proposition*



Gains

Customer Job(s)

Pains

Gain Creators

Products & Services

Pain Relievers

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