



Value Proposition Canvas. Because if you've got it, flaunt it.

A map to position a product or service around the customer values and needs

The Value Proposition Canvas, developed by Dr Alexander Osterwalder is a framework to ensure that there is a fit between the product and market. It is a detailed look at the relationship between customer segments and value propositions. It highlights a user's jobs, pains and gains and how it matches with the proposition and its pain relievers and gain creators.