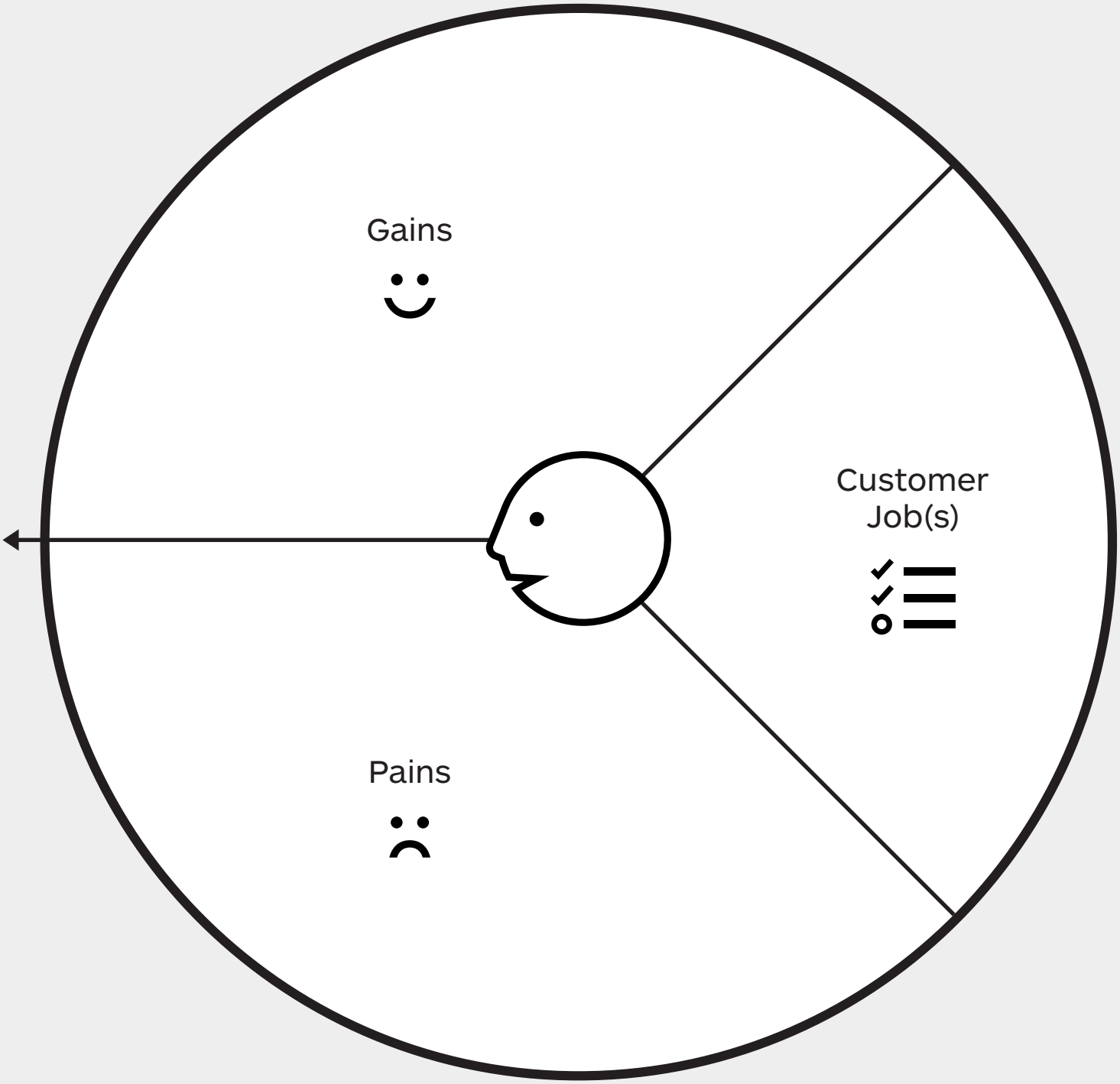
The Value Proposition Canvas

Customer (Segment)
Profile:



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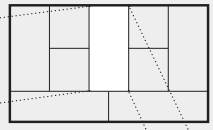
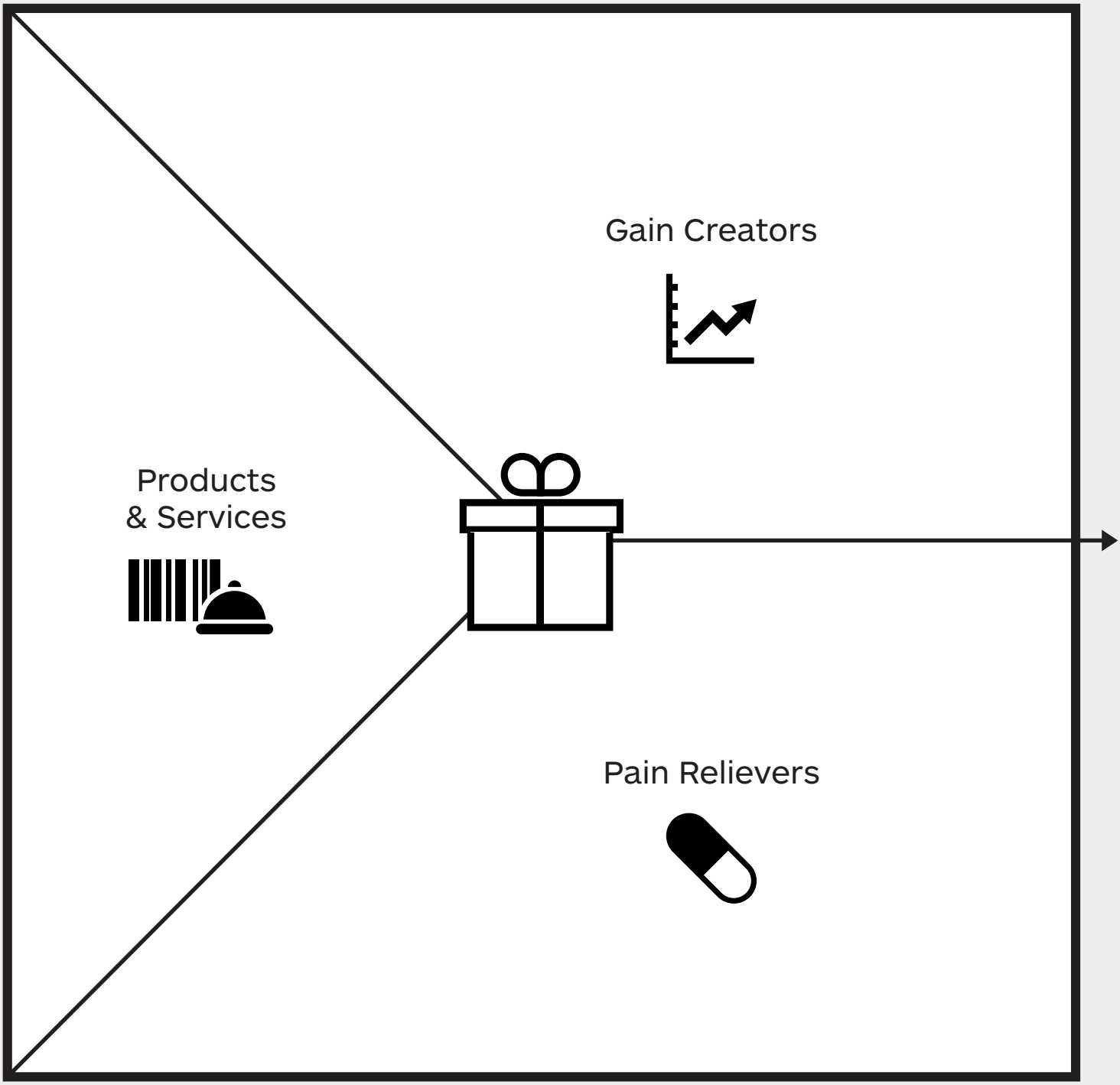
The Value Proposition Canvas



Value (Proposition)
Map:



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The Value Proposition Canvas

Value Proposition

Customer Segment

Gain Creators

Products
& Services

Pain Relievers

Gains

Customer
Job(s)

Pains

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Ad-Lib Value Proposition Template

Ad-libs are a great way to quickly shape alternative directions for your value proposition. They force you to pinpoint how exactly you are going to creating value. Prototype three to five different directions by filling out the blanks in the ad-lib below.

OBJECTIVE

Quickly shape potential value proposition directions

OUTCOME

Alternative prototypes in the form of "pitchable" sentences

Our _____

Products and Services

help(s) _____

Customer Segment

who want to _____

jobs to be done

by _____ _____

verb (e.g., reducing, avoiding) *and a customer pain*

and _____ _____.

verb (e.g., increasing, enabling) *and a customer gain*

(unlike _____ **)**

competing value proposition

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