The Value Proposition Canvas

**Value Proposition**

- **Products & Services**
  - List all the products and services your value proposition is built around.
  - What problems and services do you offer that help your customer? Include a list of functional features, emotional plus (e.g., emotional plus). What makes products and services help your customer perform the tasks?
  - **Buyer** (e.g., accesses and services that help customers compare or shop, decide, buy, take delivery of a product or service, …)
  - **Co-creator** (e.g., common services that help customers compare products, fund, financing services).
  - **Transfer** (e.g., services that help customers dispose of a product, transfer it to others, or resell, …)

- **Gain Creators**
  - Describe how your products and services create customer gains.
  - How do they satisfy your customer’s needs, desires, or exceed expectations, including functional utility, emotional utility, social utility, and cost savings?

- **Pains**
  - Describe how your products and services alleviate customer pains.
  - What negative emotions, undesired costs and situations, and risks that your customer experiences or could experience before, during, and after getting the job done?

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**Customer Segment**

- **Customer Job(s)**
  - Describe what a specific customer segment is trying to get done. It could be the tasks they are trying to perform and some pains, the activities they are trying to achieve or the needs they are trying to satisfy.
  - What functional jobs are you helping your customer get done? (e.g., trying to lose weight, gain power or status, …)
  - What emotional jobs are you helping your customer get done? (e.g., aesthetics, feel good, …)
  - What basic needs are you helping your customer satisfy? (e.g., communication, …)

- **Pain Relievers**
  - Describe how your products and services alleviate customer pains.
  - How do they satisfy your customer’s needs, desires, or exceed expectations, including functional utility, emotional utility, social utility, and cost savings?
  - Put an end to difficulties and challenges your customers encounter or fear.

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