

Value proposition canvas from BMC

<https://www.strategyzer.com/canvas/value-proposition-canvas>

Please watch the
Value prop video

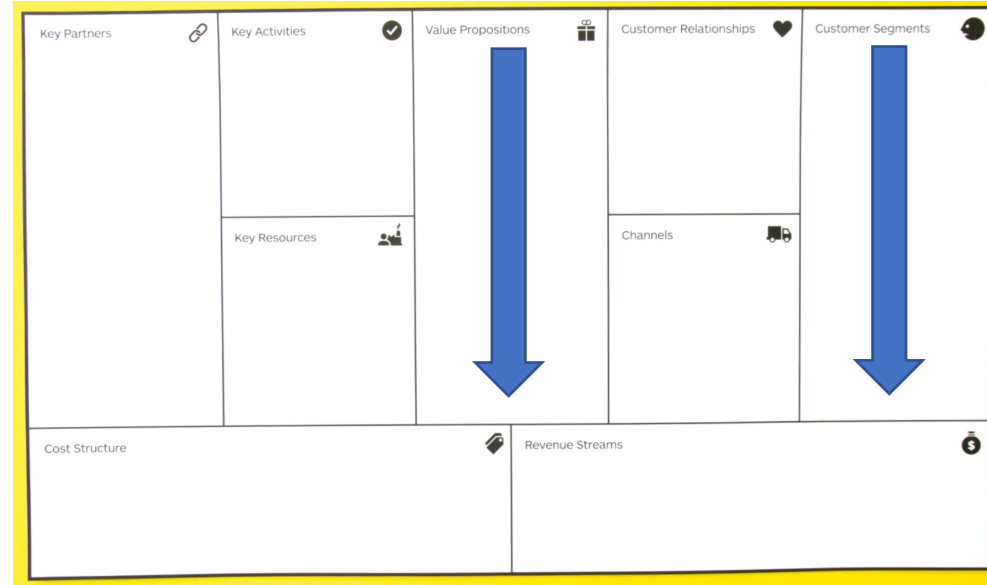


Business Model Canvas

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		



Business Model Canvas



Value proposition



Customer segment

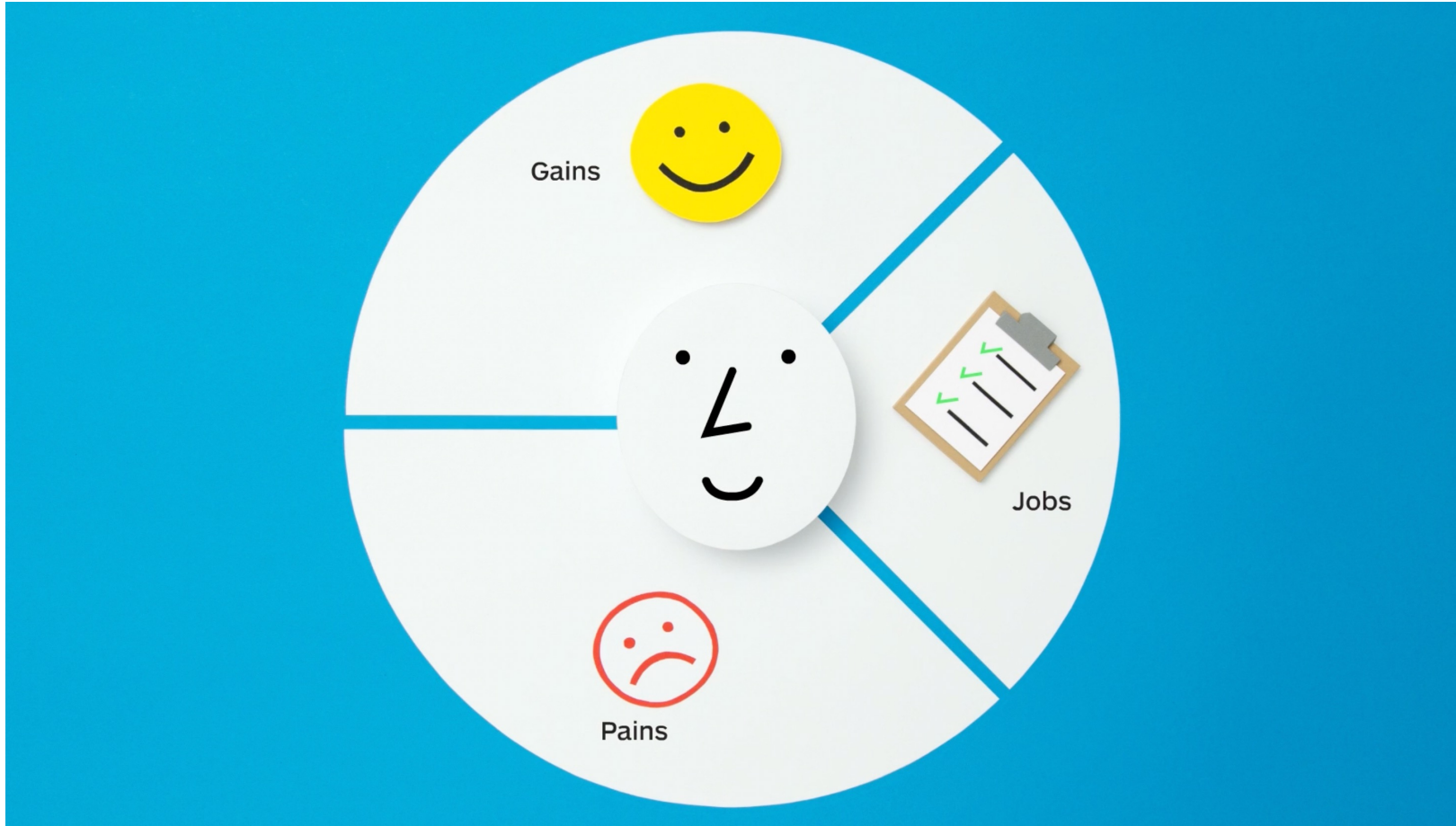


Value proposition

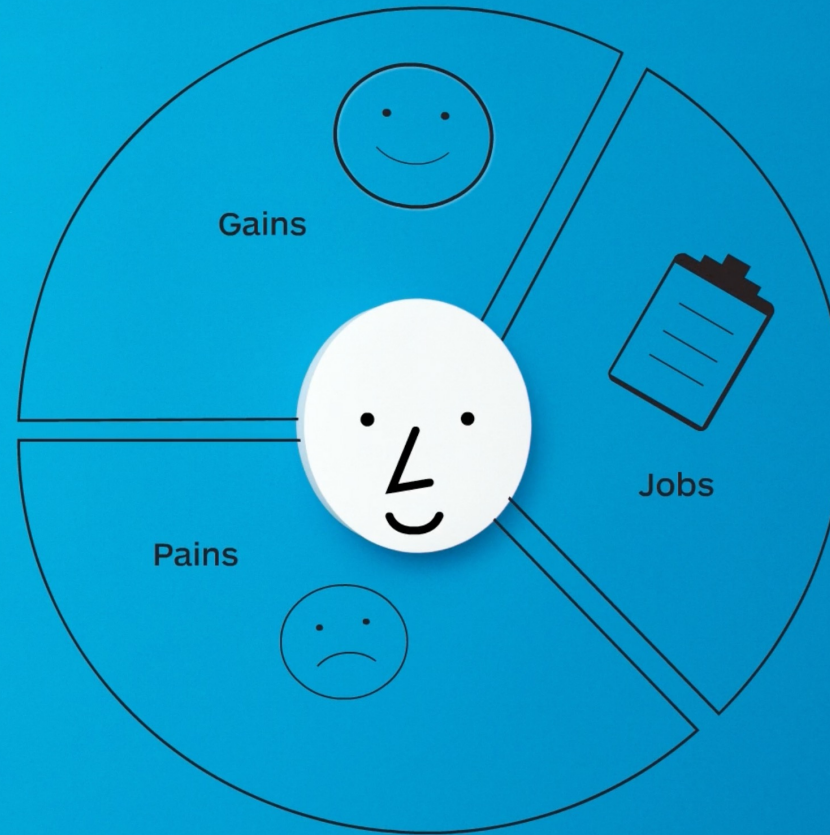


Customer segment

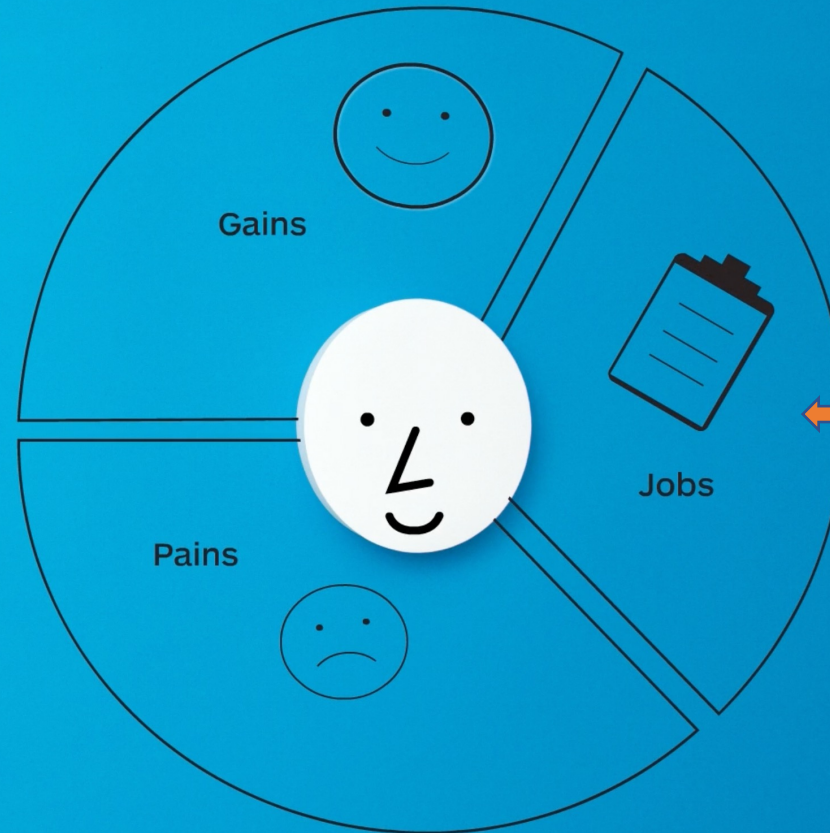




CUSTOMER PROFILE



CUSTOMER PROFILE



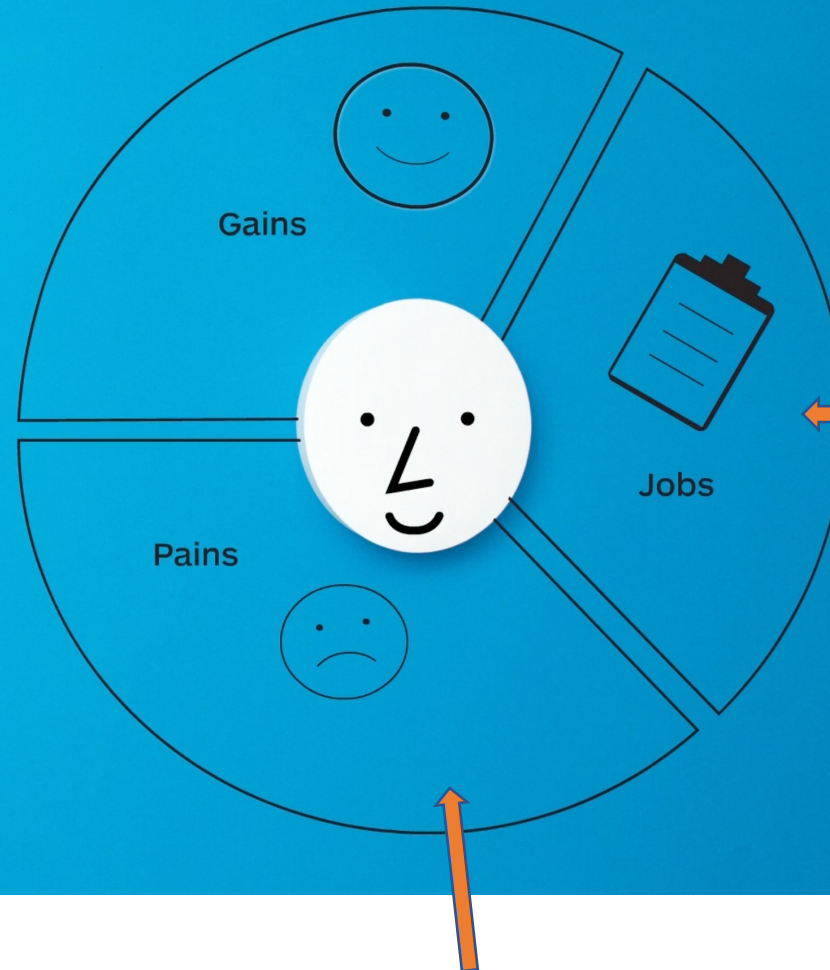
Jobs
Customers
Are trying to
Get
Done

Eg

Functional
Social
Emotional



CUSTOMER PROFILE



Jobs
Customers]
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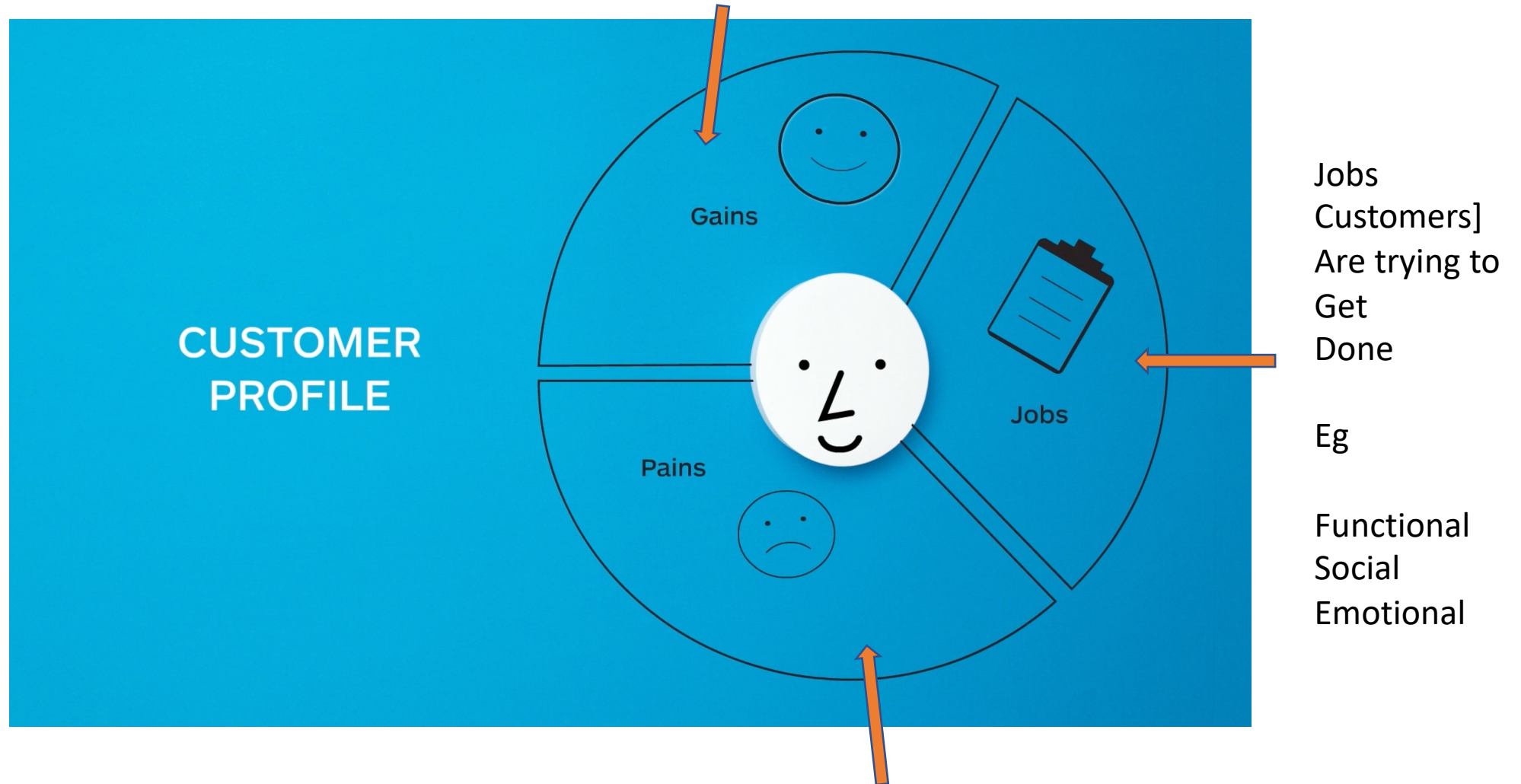
Eg

Functional
Social
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Negative outcomes that customers hope to avoid
Eg frustrations, obstacles



Customers measure the gains of a job well done
Positive outcomes that customers hope to achieve like
Eg. Results, benefits even aspirations



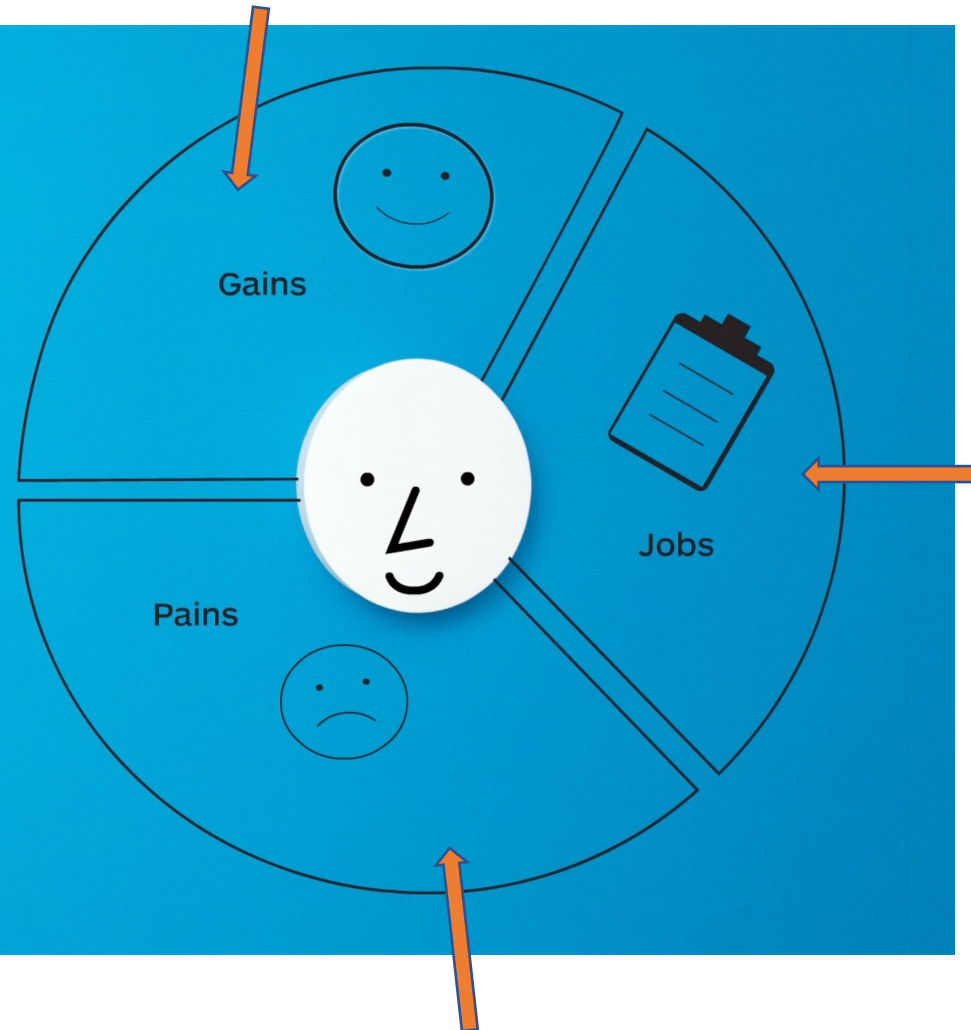
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It's a map that becomes clearer the more you know about your customers

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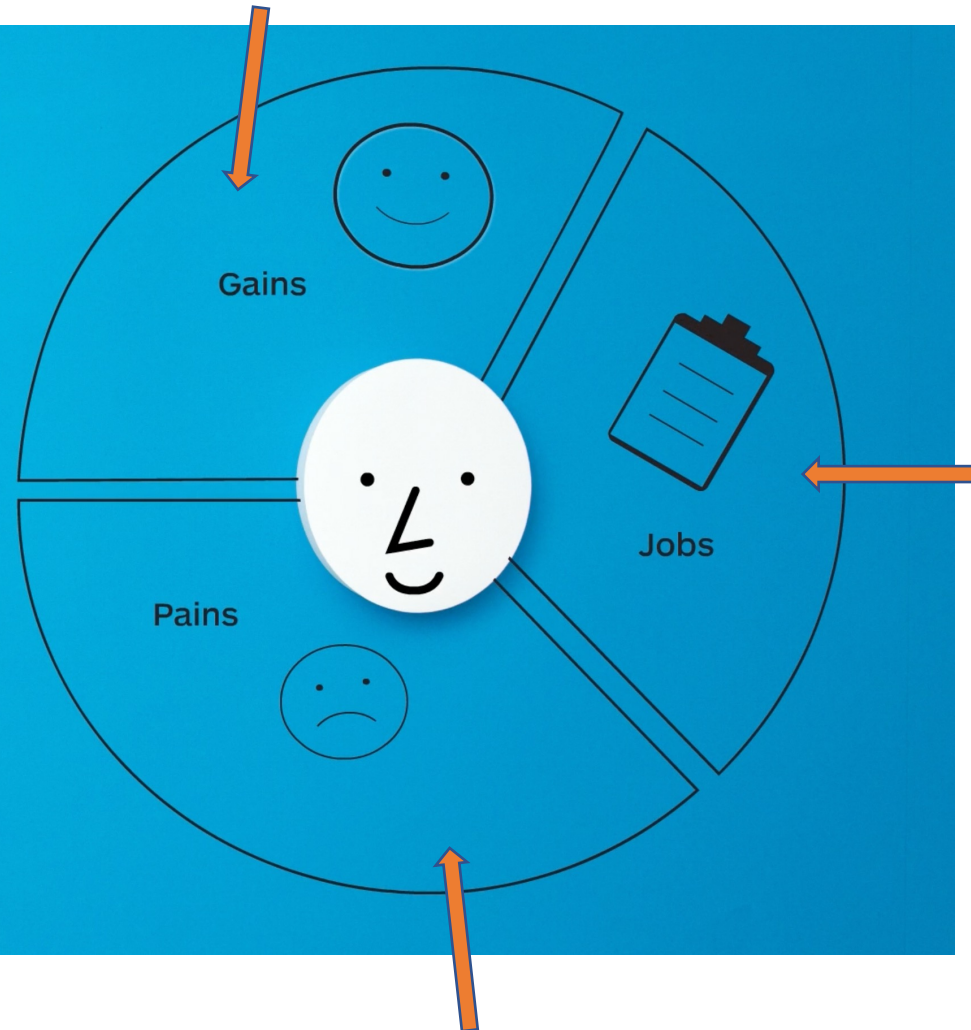


It's a map that becomes clearer the more you know about your customers

Use the customer profile to visualize and test and track your understanding of the people and companies you intend to create value for

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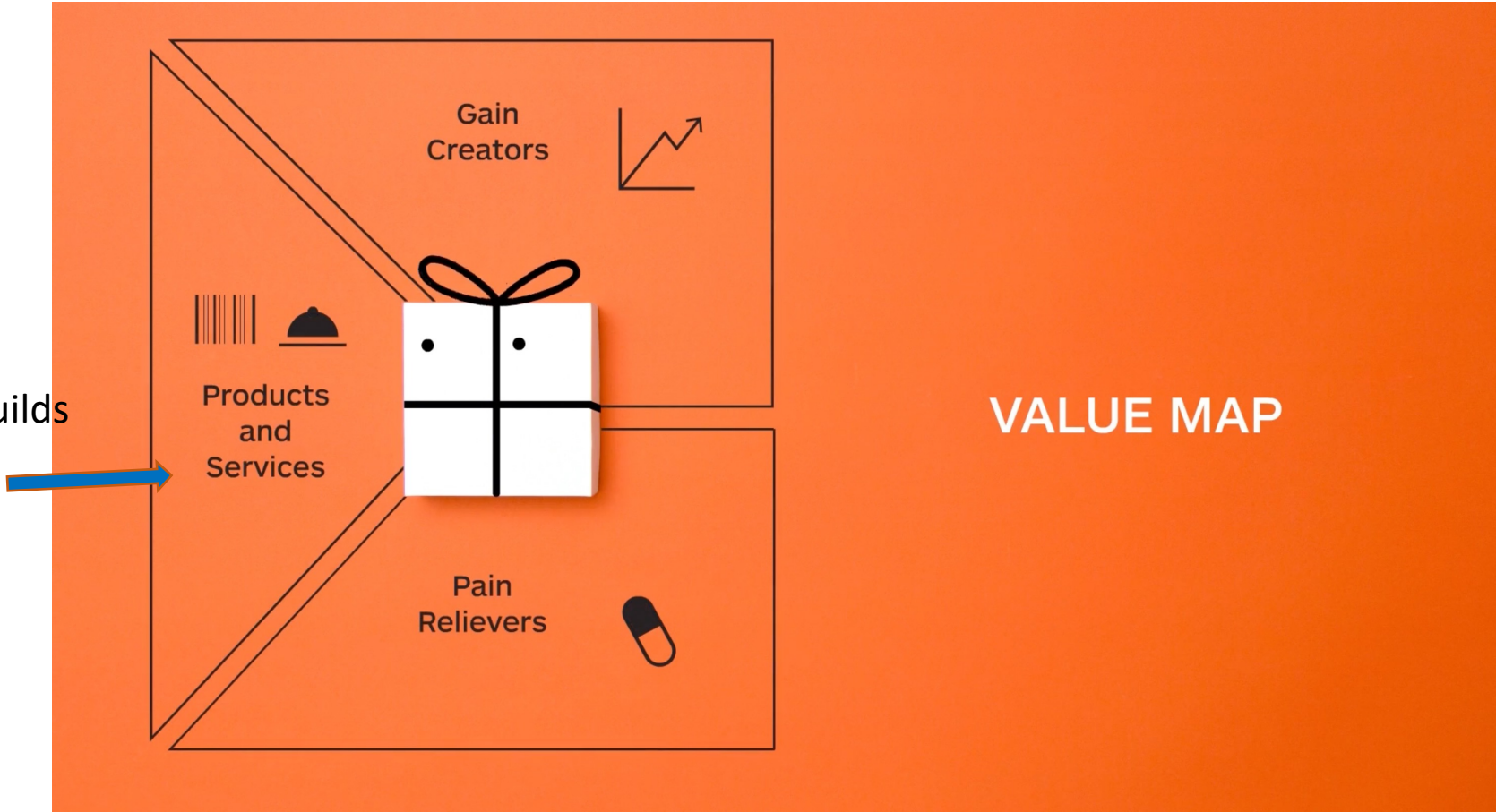




VALUE MAP



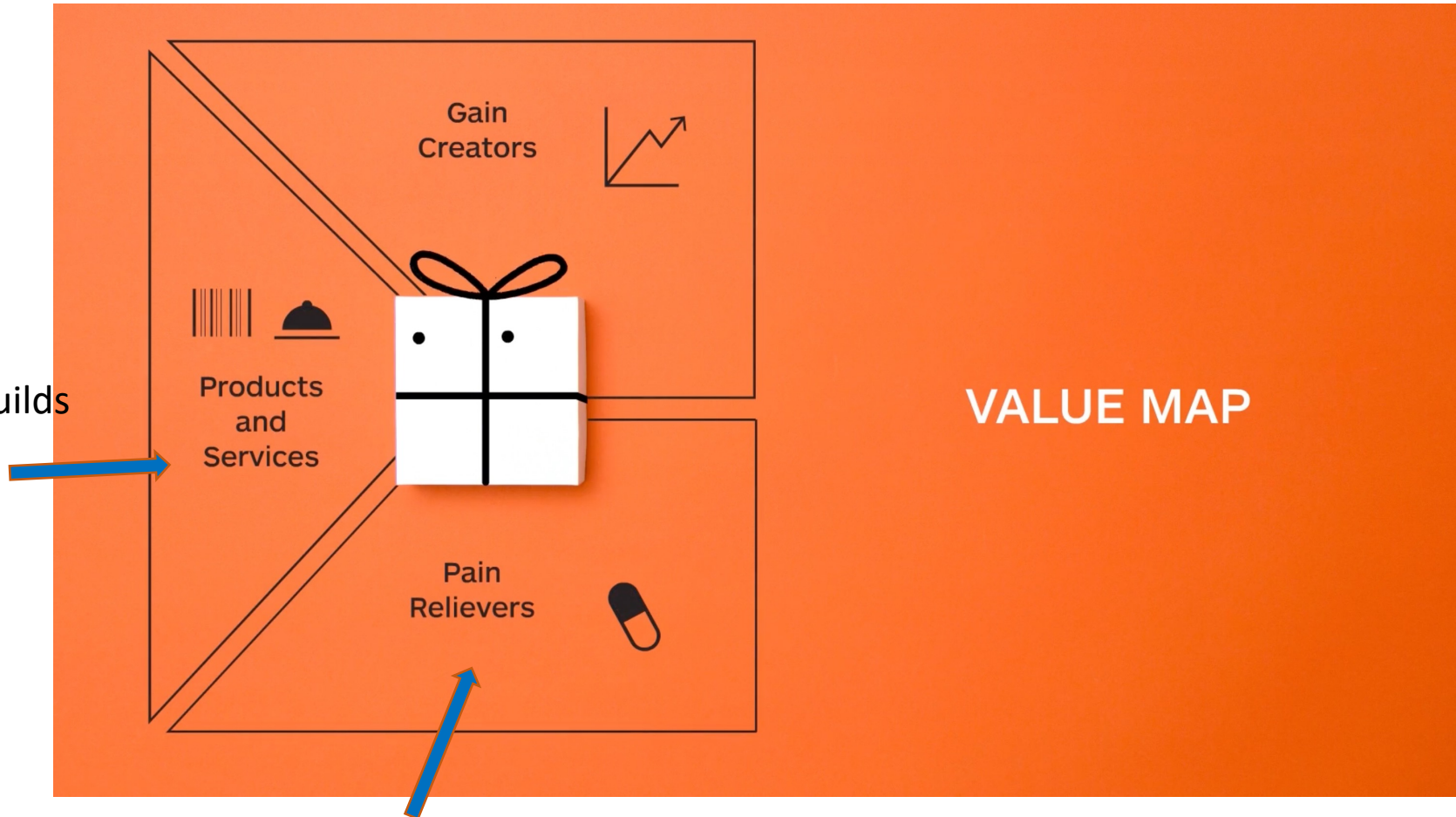
List your products and services your value proposition builds on



VALUE MAP



List your products and services your value proposition builds on

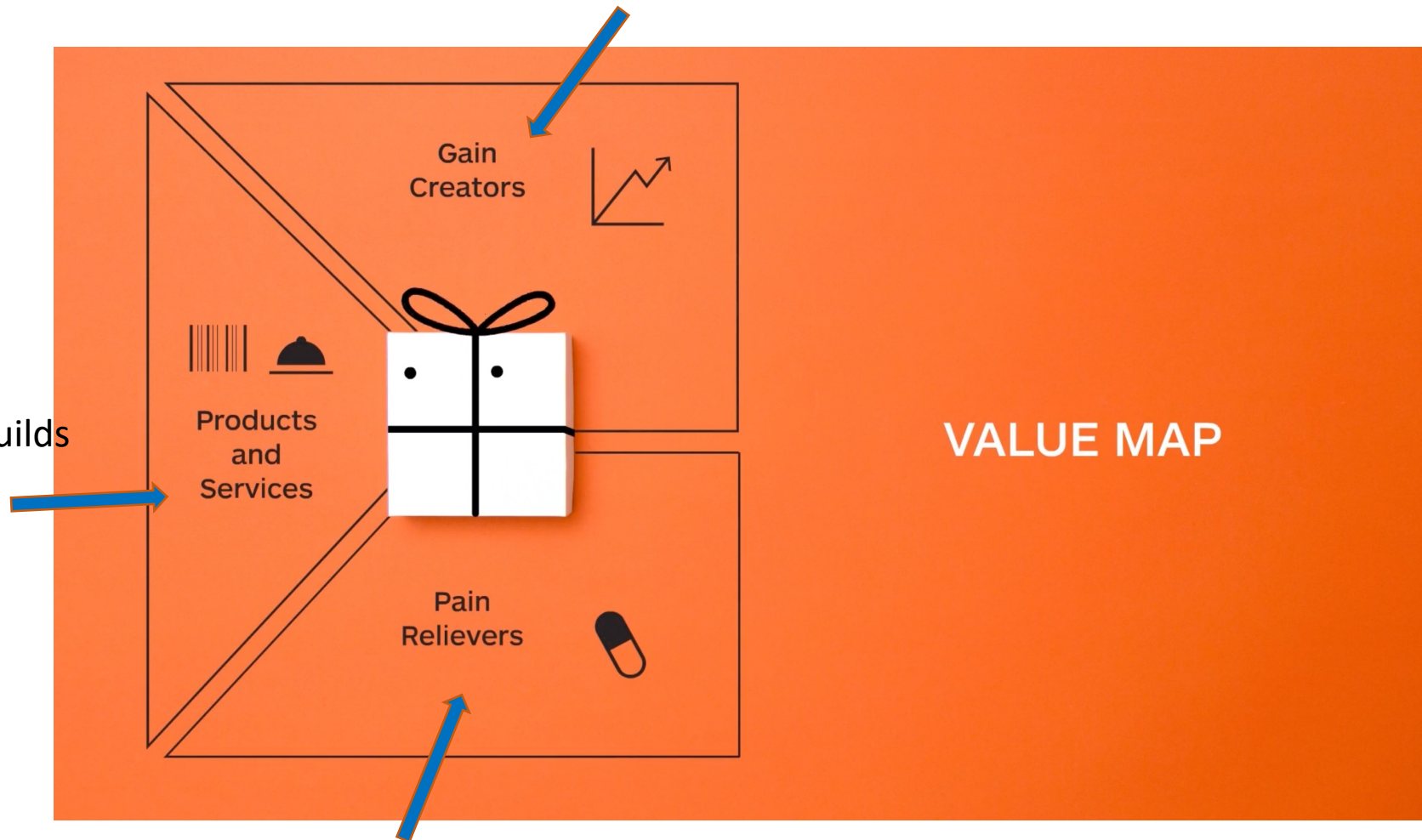


You describe which products and services are pain relievers, that reduce, illuminate and minimize pains that Your customers care about, making their life easier



Outline which are gain creators that produce, increase, maximise Outcomes and benefits that your customers expect, desire or inspired by

List your products and services your value proposition builds on

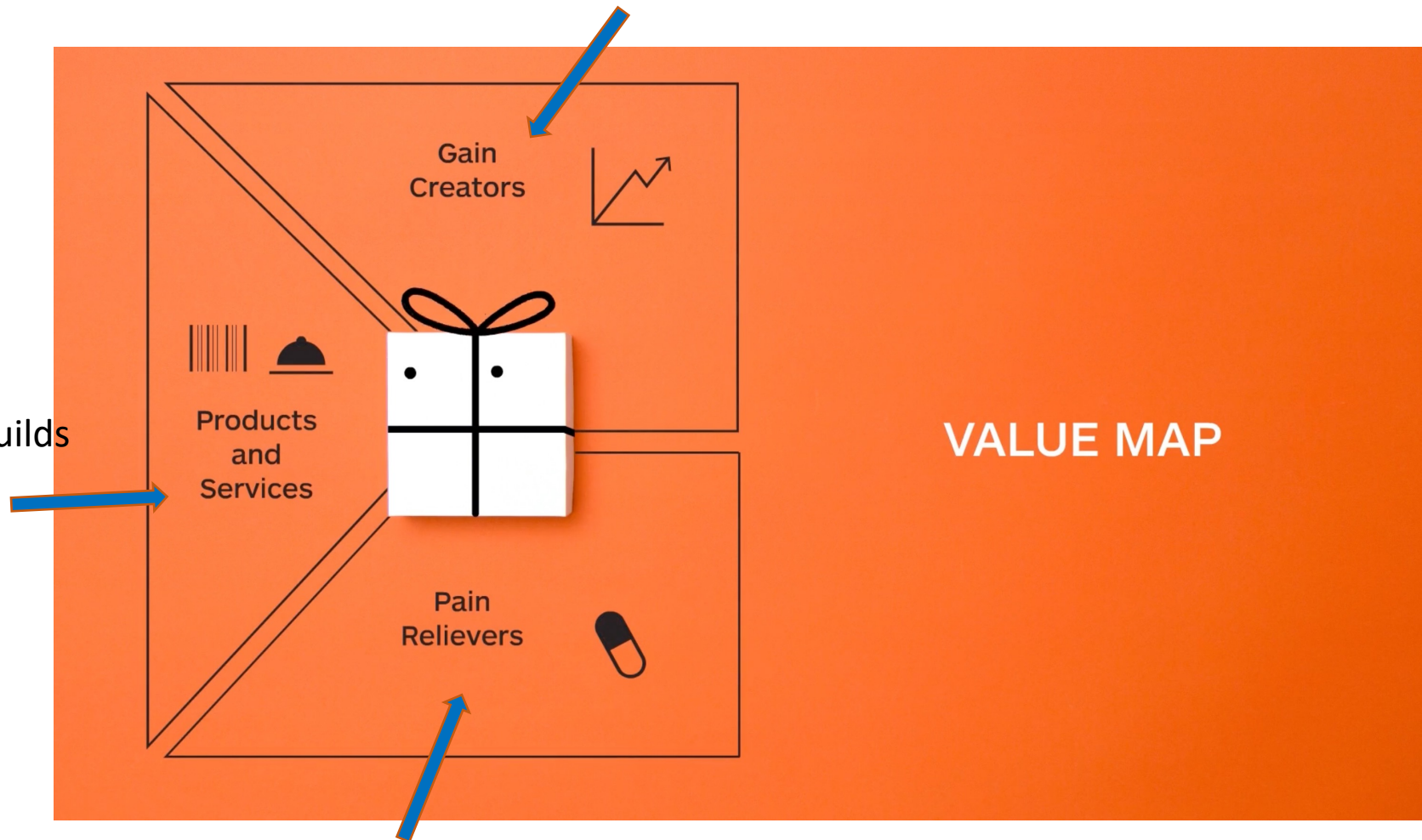


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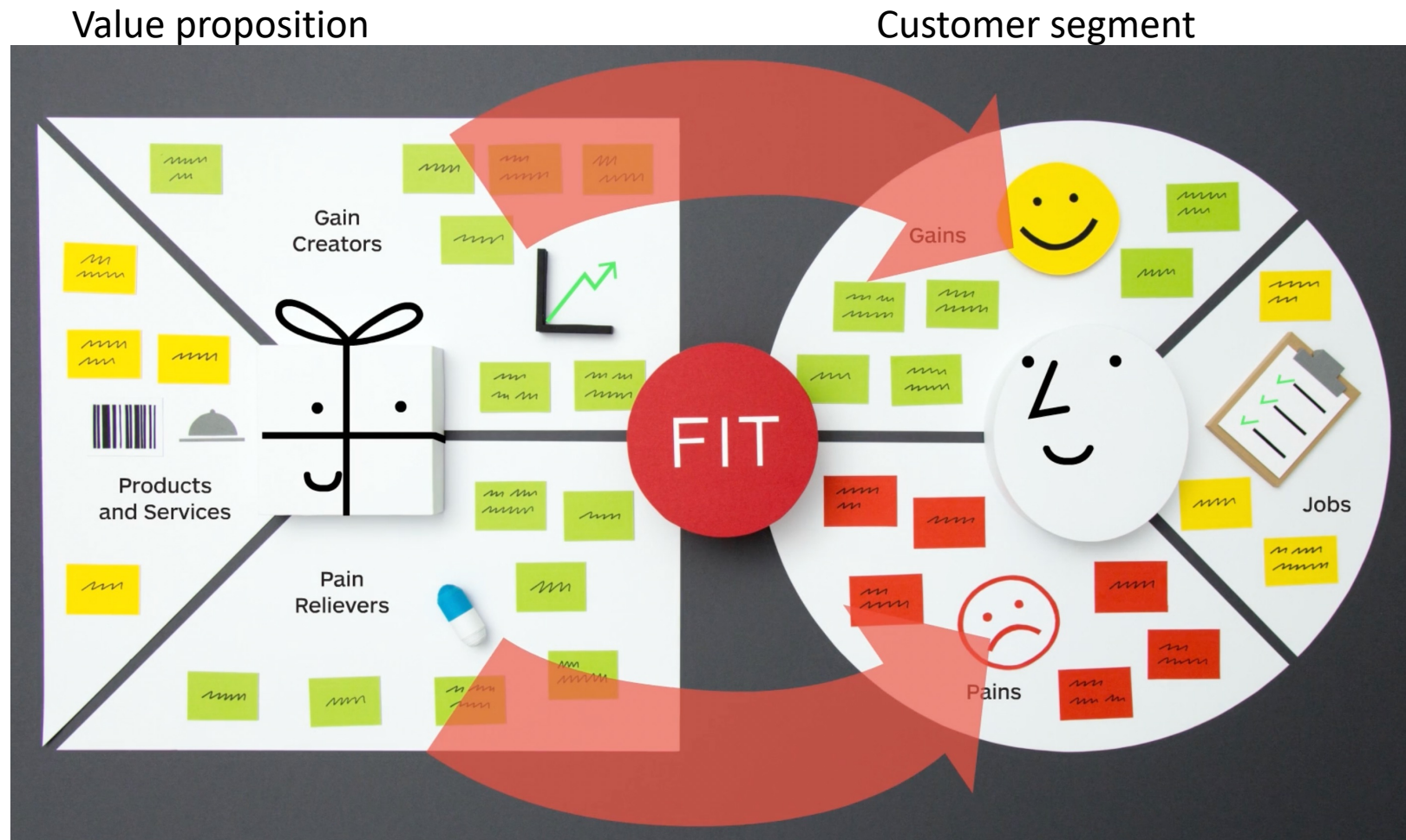


Design, test, iterate your value propositional to figure out what resonates with your customers

You describe which products and services are pain relievers, that reduce, illuminate and minimize pains that Your customers care about, making their life easier



The FIT



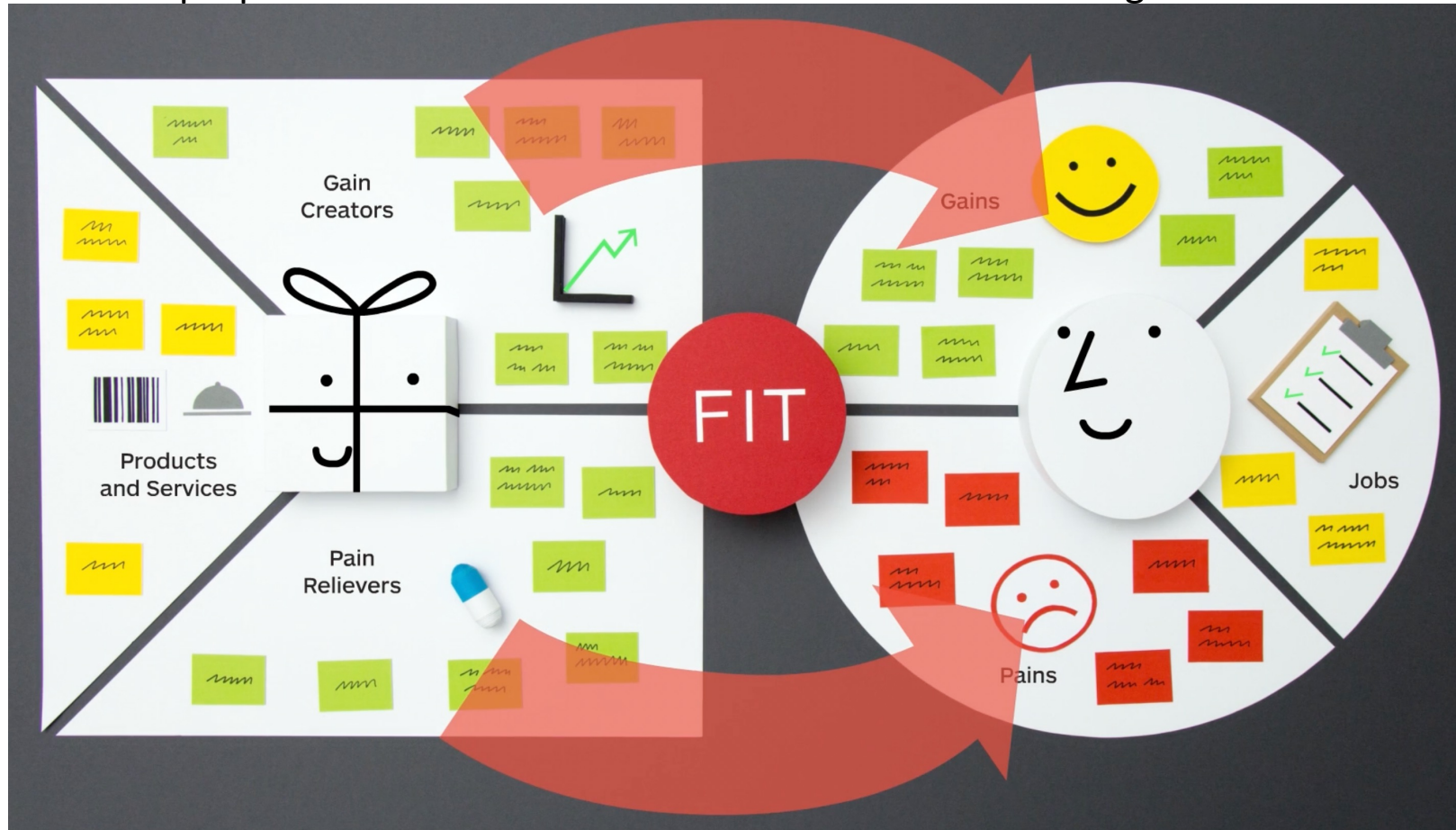
Clear connection between what matters to customers and how you products
And services and features either ease pains, create gains



Design products and services customers want, that improve customers lives

Value proposition

Customer segment



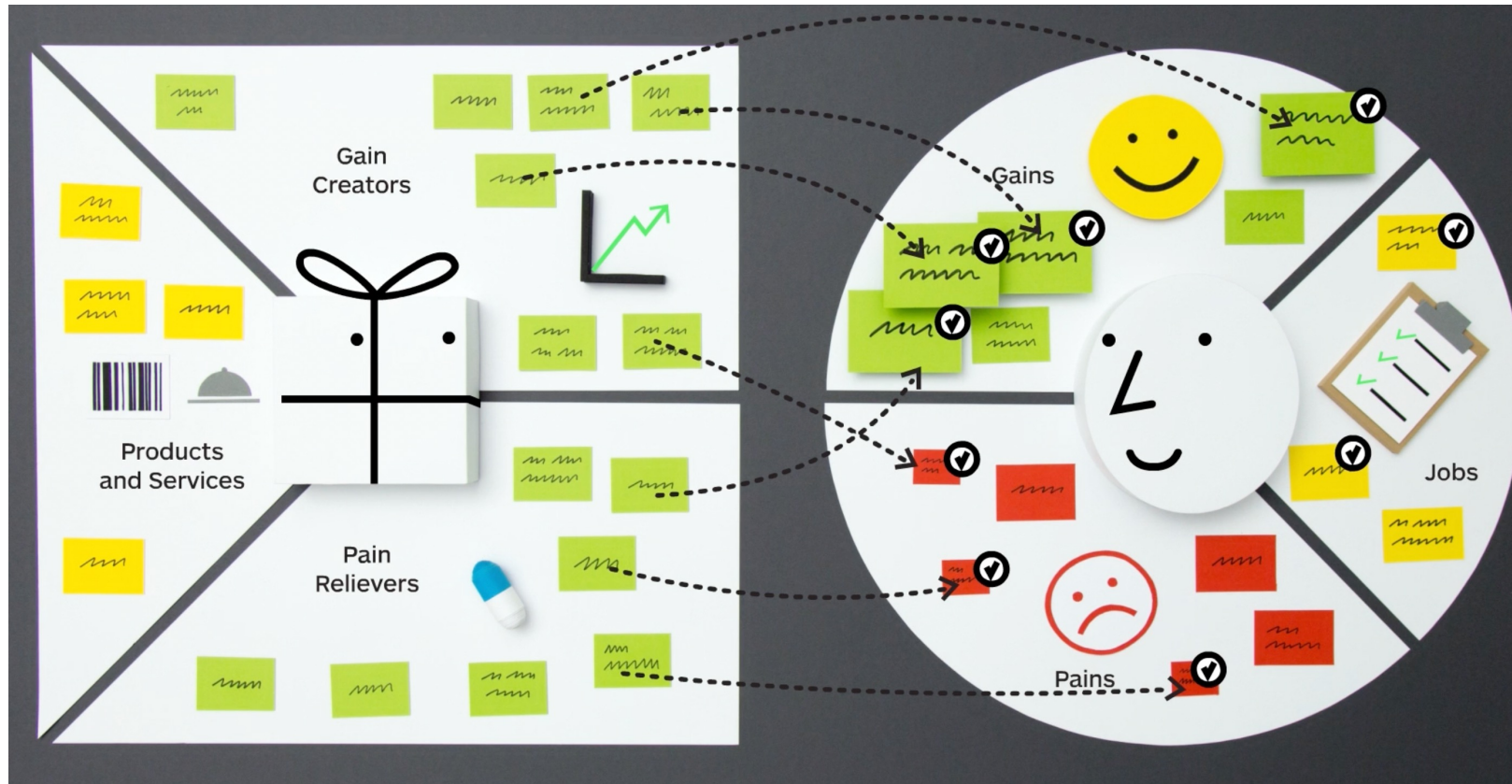
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Which do you intend to focus on?

Value proposition

Customer segment



A great
VP targets
essential jobs,
pains and gains
extremely well

Customer profile
may contain
countless jobs
pains and gains

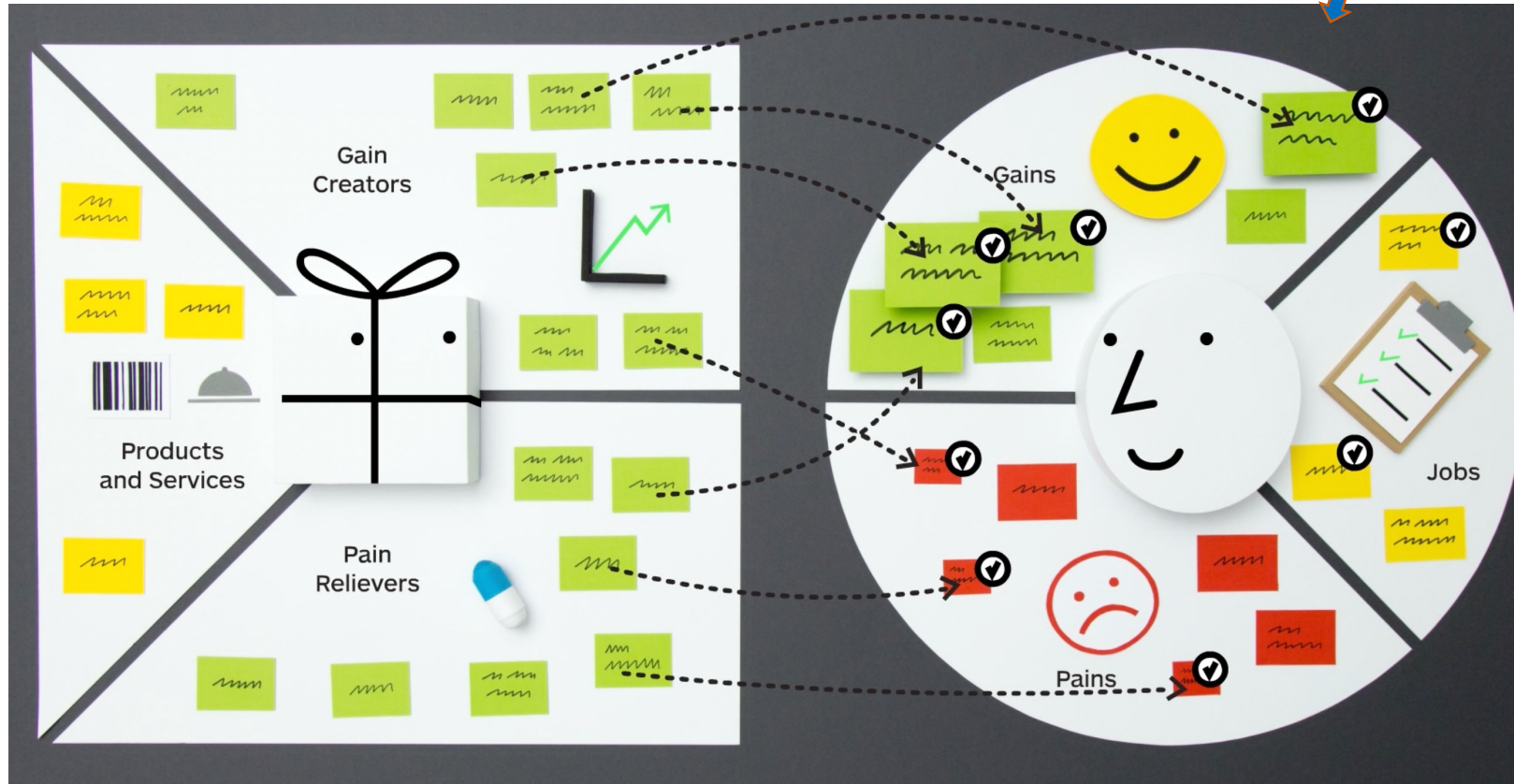
The value map
highlights
which you intend
To focus on
and which they are
currently
dissatisfied
with their
existing solutions or
challenges



Value proposition

Customer segment

Do this first



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