The Value Proposition Canvas

**Value Proposition**

- **Products & Services**
  - List all products and services your value proposition is built around.
  - Are products and services you offer that help your customer achieve a core job? Are they ancillary jobs in different roles? Describe the jobs your customers perform the roles of.

- **Gain Creators**
  - Decide how your products and services enable customer gains.
  - How do they create benefits your customers expect, desire or would be surprised by? Includes functional utility, social gains, positive emotions, and cost savings.

- **Pain Relievers**
  - Decide how your products and services address customer pains.
  - How do they eliminate negative emotions, or solve a problem, or create a customer experience or state of mind?

**Customer Segment**

- **Customer Jobs(s)**
  - Describe what a specific customer segment is trying to get done.
  - Describe the jobs your customers perform the roles of.

- **Customer Needs**
  - Outline in which specific context a job is done, because that may impose constraints or limitations.

- **Customer Job(s)**
  - Describe what a specific customer segment is trying to get done.
  - It could be that they are trying to perform a core job, or trying to perform several ancillary jobs in different roles. Describe the jobs your customers perform the roles of.

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**Customer Segments**

- **Customer Segment**
  - The makers of Business Model Generation and Strategyzer
  - Copyright Business Model Foundry AG

**The Value Proposition Canvas**

- **Customer Segment**
  - Are they crucial or trivial to your customer?
  - Ranks each pain your products and services address to increase in power, status, etc.

- **Co-Creator**
  - What would increase the likelihood of adopting a solution?

- **Gain Creators**
  - What do customers dream about?

- **Pain Relievers**
  - What would make your customer’s job or life easier?

- **Value Proposition**
  - What do customers look for?

- **Customer Segment**
  - What makes your customer’s job or life easier?

- **Customer Segment**
  - What would make your customer’s job or life easier?