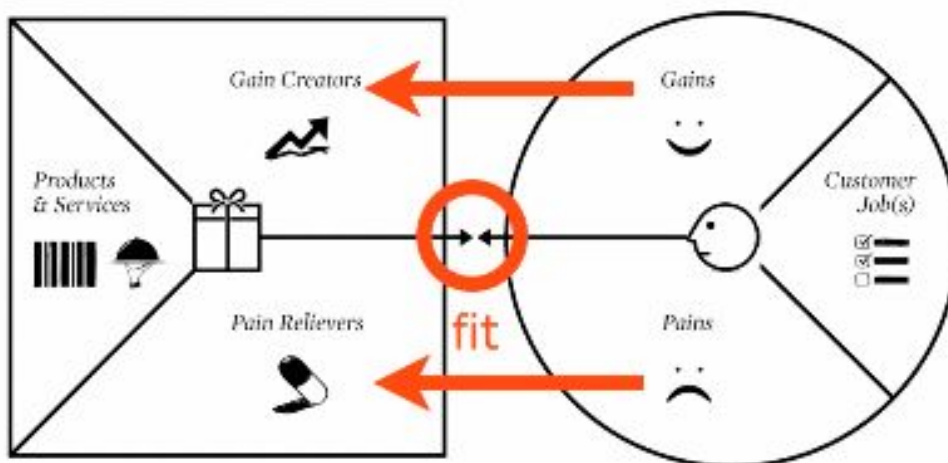


Value Proposition

The Value Proposition allows you to zoom in into the details of your business added value and customer segments.

In this section of the canvas you define how you are creating value for a specific customer segment. It kills your customer pains and creates gains for them. In other words, the value proposition it's what makes your customer to be attracted to your product or service. The value proposition it's not your product or service or the technology features of your product, it's the **added value** that your product or service creates for a specific customer segment.

On the one hand, the Business Model Canvas must be used to answer how you are creating value profitably; and on the other, it must be used to answer how you are addressing customer jobs, customer pains and customer gains.



Important questions you need to ask yourself to have a strong and unique value proposition

- What product or service are you building and for who?
- Who are your customers and why the target audience needs your venture?
- What product or service are you building? It's about satisfying client's needs or solving their problems?
- What gain are you creating for customers and what pain are you solving for them?
- What your products or features do?

The relationship - or product market fit - between the value proposition (what you are building) and your customer segments it's what makes startups succeed or fail.

A value proposition is not about a good idea, it's about solving a need or a problem, it's about satisfying a customer need.

Value Proposition Exercise

For XX (target customers)

- Who are dissatisfied with XX (the current alternative)
- Our product is a XX (new product)
- That provides XX (key problem-solving capability)
- Unlike XX (the product alternative)