Your Key To
Prosperity
IN GOD WE TRUST
LIBERTY
2015
LIBERTY
IN GOD WE TRUST
1991
LIBERTY
IN GOD WE TRUST
1998
LIBERTY
IN GOD WE TRUST
2015
IN GOD WE TRUST
LIBERTY

Module 2

Value Proposition

from ideas to reality

Characteristics:

Newness, Performance, Customization, "Getting the Job Done", Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/ Usability

What value do we deliver to the customer?

Which one of our customer's problems are we helping to solve?

What bundles of products and services are we offering to each Customer Segment?

Which customer needs are we satifying?

Value Propostion Canvas

WHY?

Grain Creators

Products & Services

Pain Relievers

WHO?

Gains

Customers
- Jobs

Pains

Tips to Avoid Common Mistakes

Do not mix several customer segments into one profile.

You will make one value proposition canvas each customer segment. So if you have 4 customer segments, you will develop 4 value propositions.

Do not mix jobs and outcomes. Jobs are the TASKS customers are trying to perform, the problems they are trying to solve, or the needs they are trying to satisfy.

Whereas gains are the concrete outcomes they want to achieve.

Pains are outcomes they would like to avoid or eliminate.

Do not neglect to consider that there may be social and emotional jobs to think about,too.

Consider all jobs functional, emotional, and social and satisfying basic needs.

Be specific in your descriptions of the pains and gains.

Do not mix them pain relievers and gain creators with pains and gains. They are distinctly different.

Do not try mix up the products and services for all customer segments.

For your products and services (and associated pain relievers and gain creators), focus on one segment at a time.

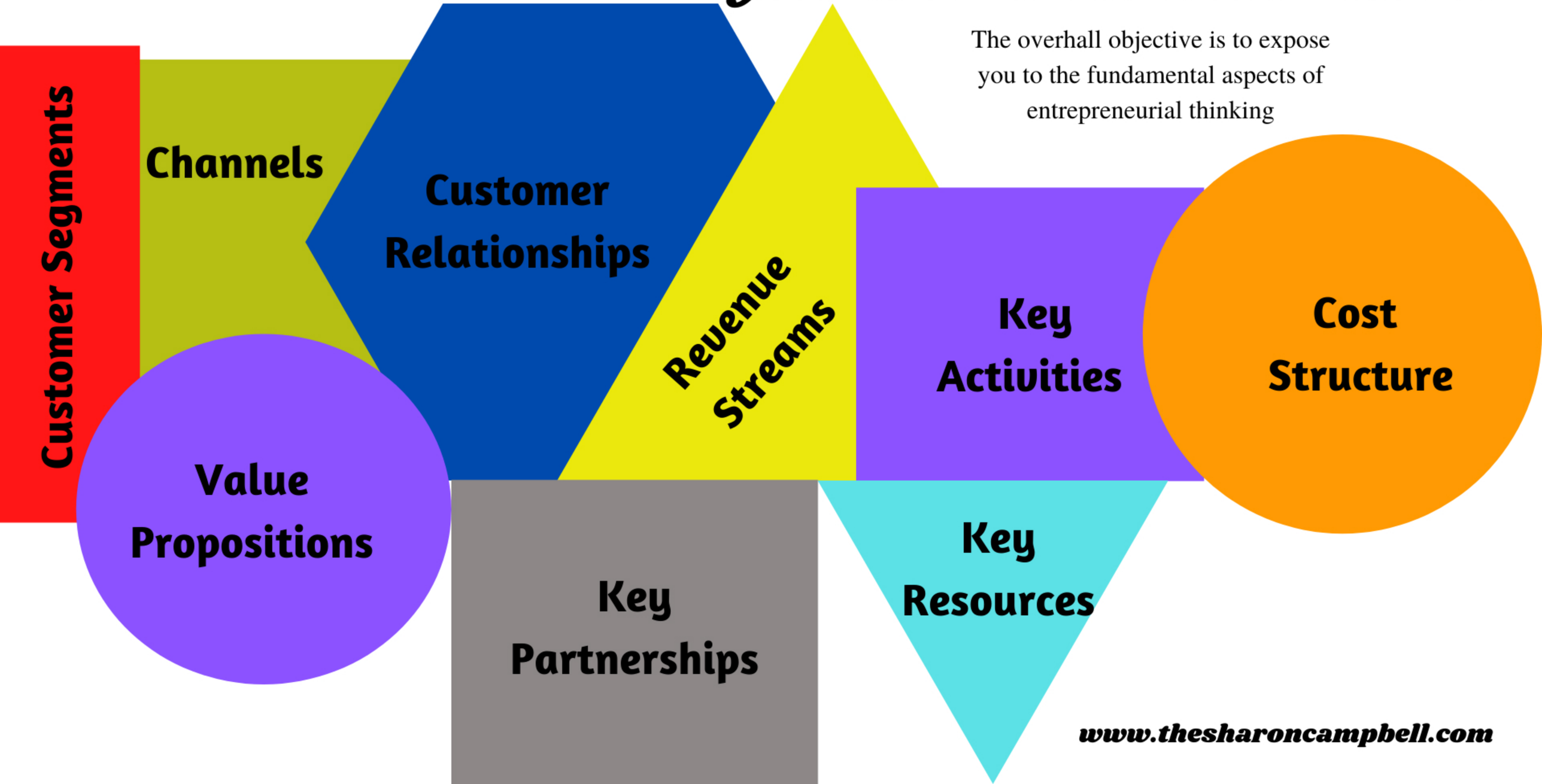
Do not offer pain relievers and gain creators that have nothing to do with the pains and gains in the customer profile.

Don’t make the mistake of making unrealistic attempts to address ALL of a customer segment’s pains and gains.

We want you to realize that great value propositions are about making choices regarding which jobs, pains and gains to address and which ones to forgo.

your business canvas model

The overhall objective is to expose you to the fundamental aspects of entrepreneurial thinking



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