

Value Proposition Canvas Exercise

Value proposition development @DocCLR for training purposes.

1 Products and Services Products and services your value proposition is built around	2 Gain Creators Describe how your products and services create customer gains	4 Gains Describe the benefits your customer expects, desires or would be surprised by	6 Customer Job(s) Describe what a specific customer segment is trying to get done
	3 Pain Relievers Describe how your products and services alleviate customer pains	5 Pains Describe 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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Business Model Foundry

DETAILS AND NOTES

What are your steps for building a minimum viable audience?	MVA
How/When do you rank or categorize jobs-to-be-done?	Jobs-to-be-done
What is your process to identifying jobs to be done for others?	Jobs-to-be-done
How many of the 8 Ps are you in position to leverage: 1-8	1 2 3 4 5 6 7 8
Rank the uniqueness of your proposed value proposition: 1-5	1 2 3 4 5