**VALUE PROPOSITION CANVAS**

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| PRODUCTS/SERVICESList of all the Products and Services a value proposition is built around. | GAIN CREATORSDescribe how your products and services create customer gains. |  | GAINSWhat relationship does the target audience expect you to establish and maintain with them?Which ones have we established?How costly are they?How are they integrated with the rest of our business model? | CUSTOMER JOBSDescribe what customers are trying to get done in their work and in their lives, asexpressed in their own words. |
| PAIN RELIEVERSDescribe how your products and services alleviate customer pains. | PAINSDescribe the bad outcomes, risks, and obstacles related to customer jobs. |

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| Designed by: |  | Designed for: |  | Version: |
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