**VALUE PROPOSITION CANVAS**

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| PRODUCTS/SERVICES  List of all the Products and Services a value proposition is built around. | GAIN CREATORS  Describe how your products and services create customer gains. |  | GAINS  What 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 JOBS  Describe what customers are trying to get done in their work and in their lives, as  expressed in their own words. |
| PAIN RELIEVERS  Describe how your products and services alleviate customer pains. | PAINS  Describe the bad outcomes, risks, and obstacles related to customer jobs. |

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