

# Value Proposition Canvas

[Your Company Name]

## VALUE MAP (Your Product)

### Products & Services

List the products and services your value proposition is built around.

What do you offer that helps your customer get a job done?

### Pain Relievers

How do your products and services alleviate specific customer pains?

Which frustrations, risks, or obstacles do you eliminate or reduce?

### Gain Creators

How do your products and services create customer gains?

Which outcomes and benefits does your customer expect, desire, or would be surprised by?

## CUSTOMER PROFILE (Your Customer)

### Customer Jobs

What is your customer trying to get done — functional, social, and emotional jobs?

Rank them by importance.

### Pains

What annoys your customer before, during, and after getting the job done?

Risks, obstacles, bad outcomes. Rank by severity.

### Gains

What outcomes and benefits does your customer want?

Required, expected, desired, and unexpected gains. Rank by relevance.

