Value Proposition Canvas

The value proposition is the fit between the Profile and the Service Value Map. Value Propositions articulate what the target market really cares about for each product and service.

Profile

Service Value Map



Gains

What do we want to achieve? What benefits are we seeking?

Gain Creators

What can the ACH do to create the GAINS?

Value Proposition

Jobs

What work are we trying to get done? What problems are we trying to solve?

Product

& Service

What is a service that will reduce **pains** and increase **gains**?

**FIT**

Pain Relievers

What can the ACH do to create the GAINS?

Pains

What will keep us from getting there? What are the challenges?

Value Proposition Canvas

Profile

Service Value Map



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Pains

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Value Proposition