## Value Proposition Plan

## **Value Proposition Customer Profile Product** Gain Creators Gains Market Fit **Products** Customer & lobs Services Is our idea viable? Pains Pain Relievers Why customers should buy Who it it for?

| Value Proposition   | Customer Profile |
|---------------------|------------------|
| Products & Services | Customer Jobs    |
|                     |                  |
|                     |                  |
| Pain Relievers      | Pains            |
|                     |                  |
|                     |                  |
| Gain Creators       | Gains            |
|                     |                  |
|                     |                  |