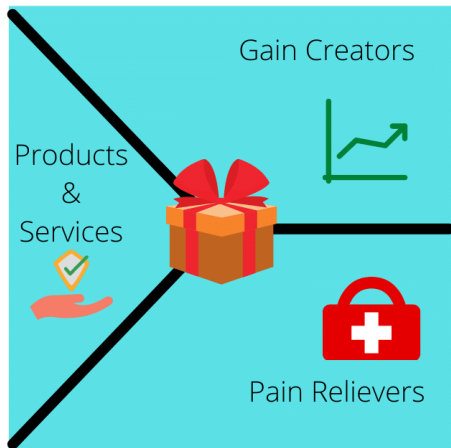


Value Proposition Plan

Value Proposition

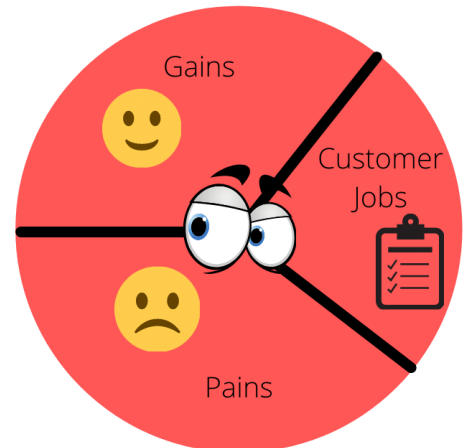
Customer Profile



Why customers should buy

**Product
Market
Fit**

Is our idea viable?



Who it it for?

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