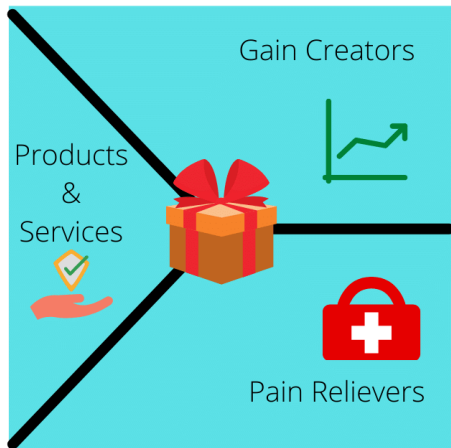


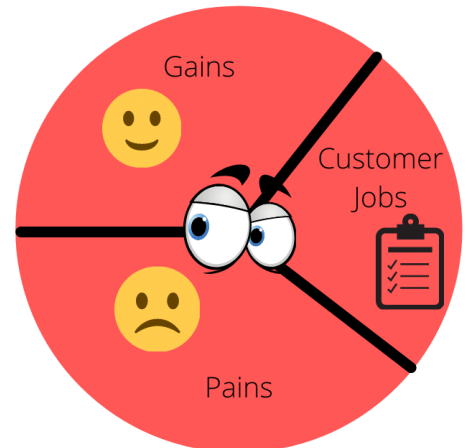
Value Proposition Plan

Value Proposition



Why customers should buy

Customer Profile



Who it it for?

**Product
Market
Fit**

Is our idea viable?

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

<h2>Value Proposition</h2>	<h2>Customer Profile</h2>
<h3>Products & Services</h3>	<h3>Customer Jobs</h3>
<p>This is simply a list of what you offer.</p> <p>Physical tangible goods Intangible good like services Digital Products Financial Products</p> <p>List your products and services that relate to the customer segment.</p>	<p>Functional Jobs - complete a task Social Jobs - look good or gain status Personal Jobs - Feel good Supporting Jobs - Create value together</p> <p>What is the one thing that your customer couldn't live without accomplishing? What are the stepping stones that could help your customer achieve this key job? What does your customer need to accomplish that involves interaction with others?</p>
<h3>Pain Relievers</h3>	<h3>Pains</h3>
<p>Describe how your products and services alleviate customer pains.</p> <p>Product savings in terms of time, money or effort Make your customer feel better Fix underperforming solution Put an end to customer difficulties</p> <p>List pain relievers that relate to your customer segment</p>	<p>What are bad outcomes, risks and obstacles related to customer jobs?</p> <ul style="list-style-type: none"> • Functional - solution does not work or has negative side effects. • Social - I look bad doing this. • Emotional - I feel bad every time I do this. • Ancillary - It's annoying to do this. Boring. Ugly. <p>How do your customers define as too costly? Takes a lot of time, costs too much money, or requires substantial effort? What are their frustrations, annoyances, or things that give them a headache?</p>
<h3>Gain Creators</h3>	<h3>Gains</h3>
<p>Describes how your products and services create customer gains.</p> <p>Create savings that please customers. Product outcomes your customers expect. Make their work/life easier. Create positive social consequences. Do something specific the customer is looking for. Fulfill a desire the customer dreams about. Improve customer performance / lower costs.</p> <p>List gain creators that relate to your customer segment.</p>	<p>Required Gains - Solution must have Expected Gains - basic gain not essential Desired Gains - Would love to have in solution Unexpected Gains - Beyond expectations</p> <p>Which savings would make your customers happy? Which savings in terms of time, money, and effort would they value? What are customers looking for most? What do customers dream about? How do your customers measure success and failure?</p> <p>What would increase your customers' likelihood of adopting a value proposition?</p>