

Value Proposition Canvas

Designed for:

Startup Name

Designed by:

Name1, Name2, ...

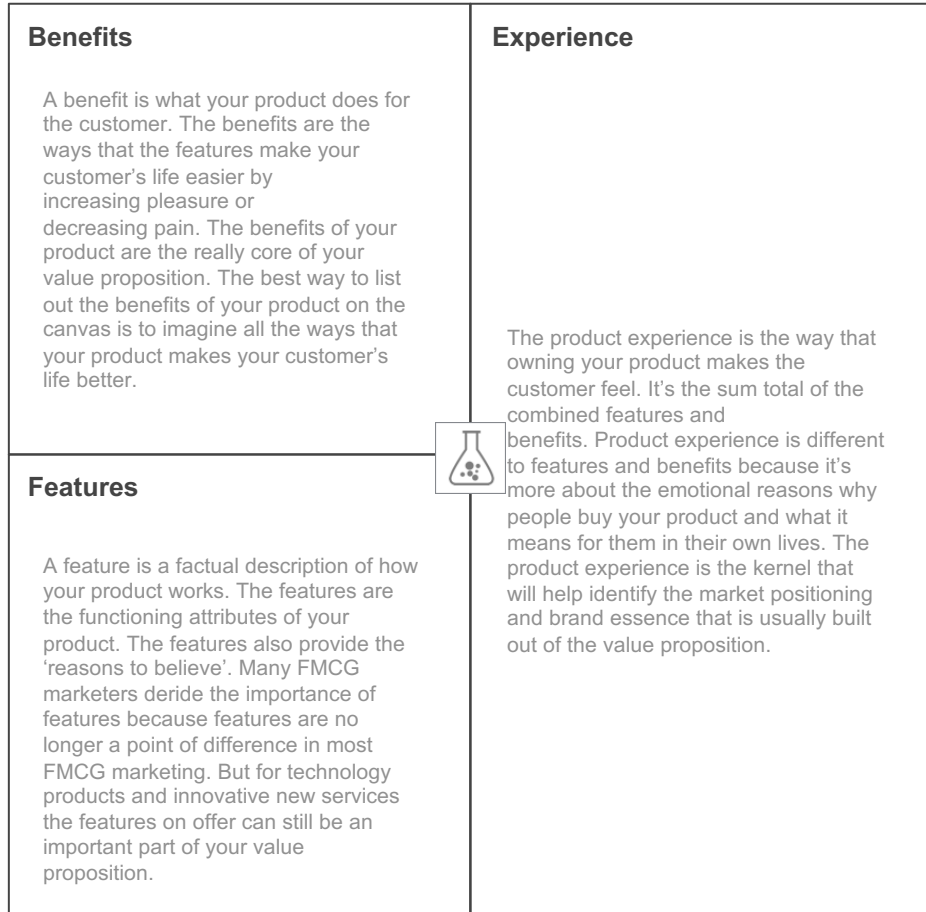
Date:

DD/MM/YYYY

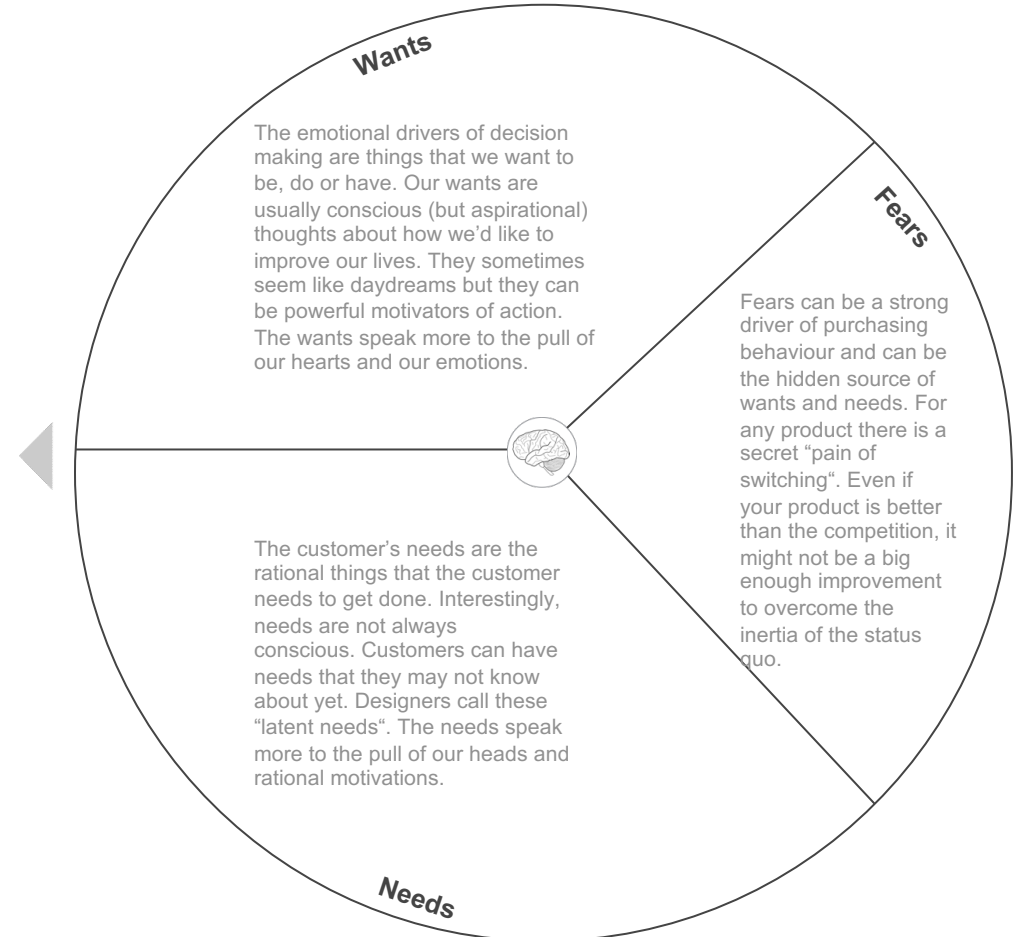
Version:

X.Y

Product



Customer



<p>Product</p> <p>Name your product or service</p>	<p>Ideal Customer</p> <p>Name your ideal customer</p>
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<p>Substitutes</p> <p>These are not just the obvious competitors, but also existing behaviours and coping mechanisms. Remember that people made it this far in life without your product. If your product isn't better than the existing solutions then you don't have a real-world value proposition.</p>

Designed for:

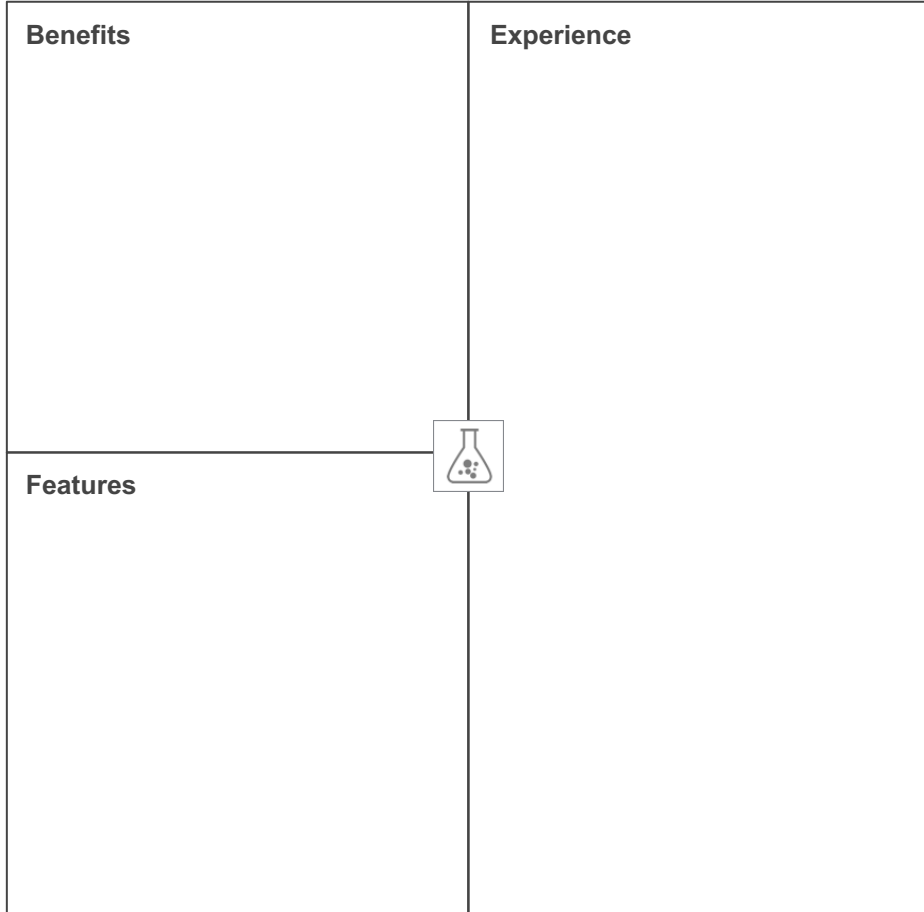
Designed by:

Date:

Version:

Value Proposition Canvas

Product



Customer

