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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | *Designed for:* |  | *Designed by:* |  | *Date:* |  | *Version:* |  |
|  | **Value Proposition Canvas** | Startup Name |  | Name, Name 2, … |  | DD/MM//YYYY |  | X.Y |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | **Gain Creators** |  |  |  **Gains** |  |  |  |  |  |
|  **Products and Services** | List the Products and Services your value proposition is built around. | Describe how products and services create customer gains. |  | Describe the outcomes customers want to achieve or the concrete benefits they are seeking. | Describe what customers are trying to get done in their work and in their lives, as expressed in their own words. |  **Customer Jobs**  |
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| Describe how your products and services alleviate customer pains. | Describe bad outcomes, risks and obstacles related to customer jobs. |
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|  |  | **Pain Relievers** |  |  |  |  **Pains** |  |  |
|  |  |  |  |  |
|  | **Value Proposition** | Name your product or service |  | **Customer Segment** | Name your ideal customer |  |
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