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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** | |  | | | | |  |
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|  | **Value Proposition** | Name your product or service | | | | | |  | **Customer Segment** | | | | Name your ideal customer | | | | | |  |
|  |  |  |  | | | |  |
|  |  | | | | | | |  |  | | | | | | | | | |  |
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