Value Proposition Canvas

|  |  |
| --- | --- |
| **Client/ Customer Persona:** |  |









Pains

(The negative experiences and outcomes the client is looking to avoid)

Gains

(The positive experiences and outcomes the client is seeking)

Target

Customers/clients

Jobs

(The high priority jobs on which the client is focused)









Gain Generators

Pain Relievers

Value Proposition

**Alignment**

**Alignment**