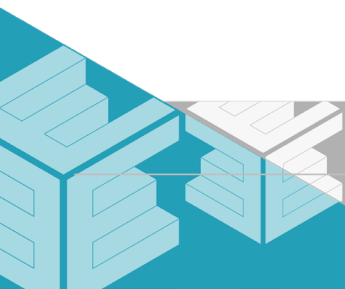


VALUE PROPOSITION

Training of the Trainers 1
November 24th, 2021

Project ref.: 617589-EPP-1-2020-1-AT-EPPKA2-CBHE-JP

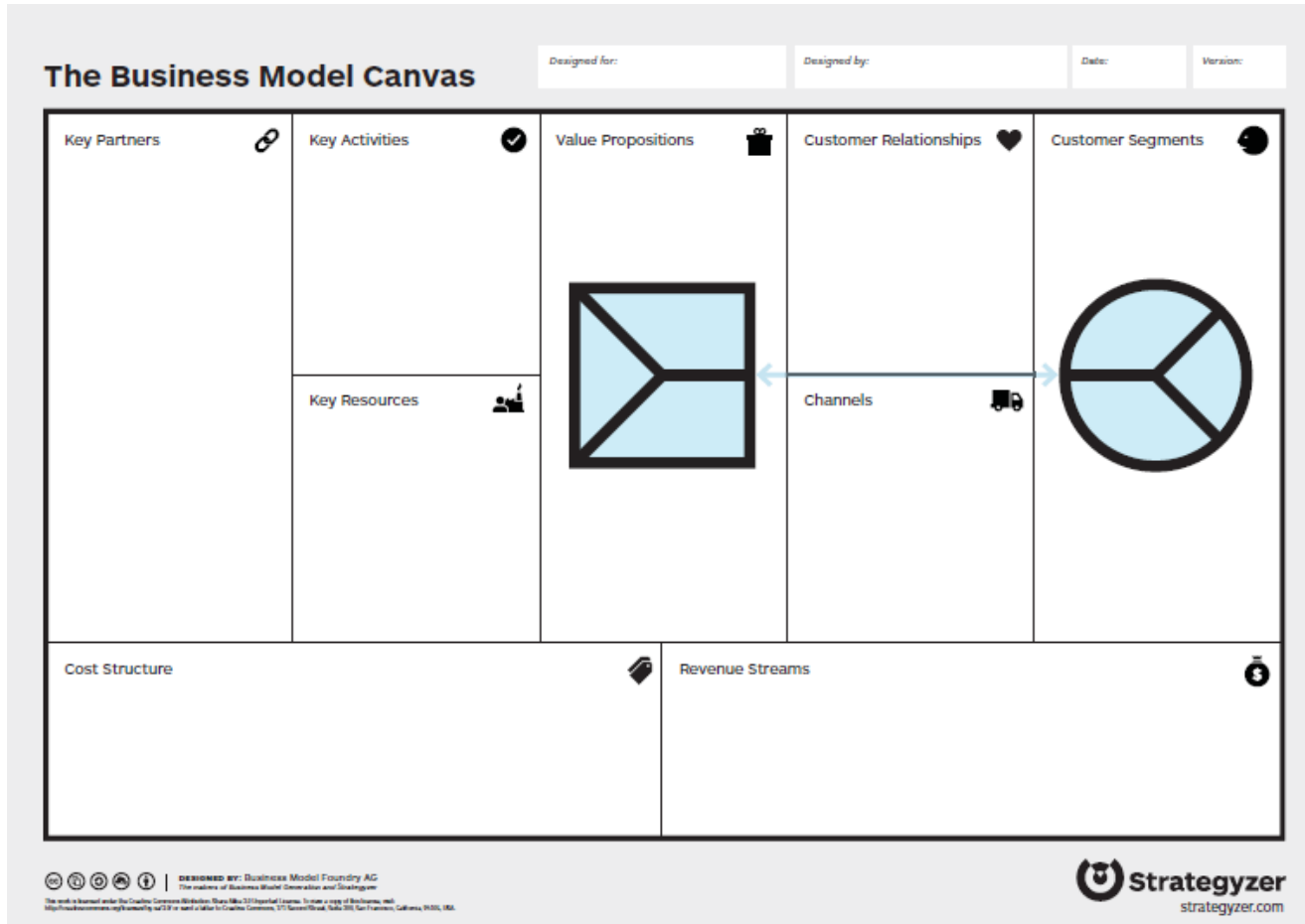


Value Proposition Canvas

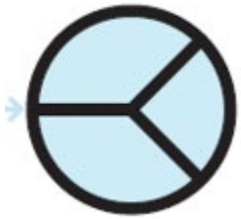
- Developed on top of the popular Business Model Canvas
- A tool to **visualize, design and test** how you can create **value** for customers
- Composed of two parts, the **customer profile** and the **value map**
- Helps you to nail down your customer's **gains, pains** and **jobs** and connect them to your idea's **value proposition**.

Osterwalder, A., Pigneur, Y., Bernada, G., Smith, A., Papadakos, T. (2014): Value Proposition Design: How to Create Products and Services Customers Want (Strategyzer), John Wiley & Sons, Inc.

Fit to Business Model Canvas



2 Parts



Customer Profile → to clarify customer understanding

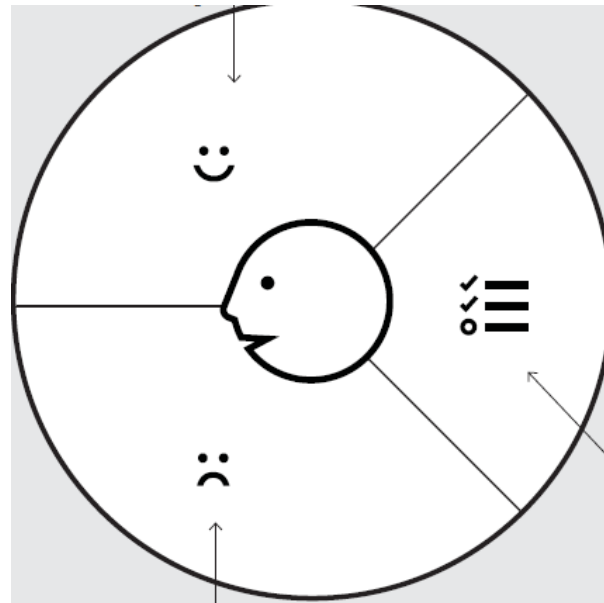


Value Map → describe how you intend to create value for that customer

Customer Profile

= describes a specific customer segment in your business model in a more structured, detailed way

Gains describe the outcomes customers want to achieve or a concrete benefit



Customer jobs describe what customers want to get done in their work, life in their own words

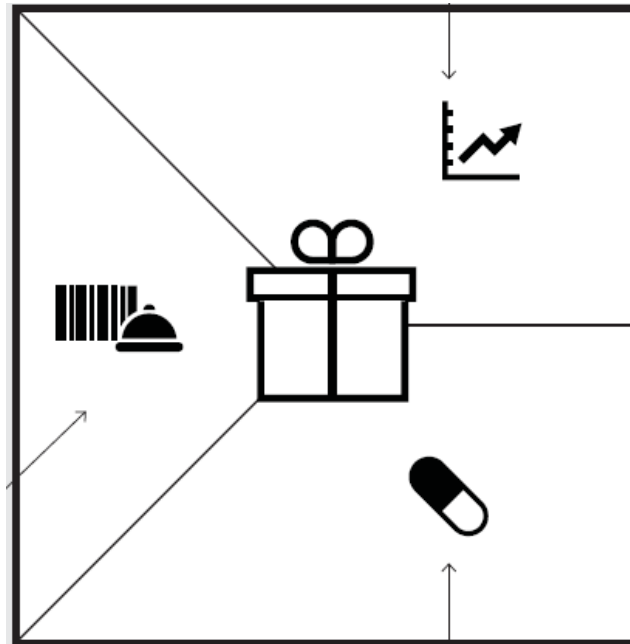
Pains describe bad outcomes, risks, and obstacles related to customer jobs

Value Map

= describes
the features of
a specific
value
proposition in
your business
model in a
more
structured,
detailed way

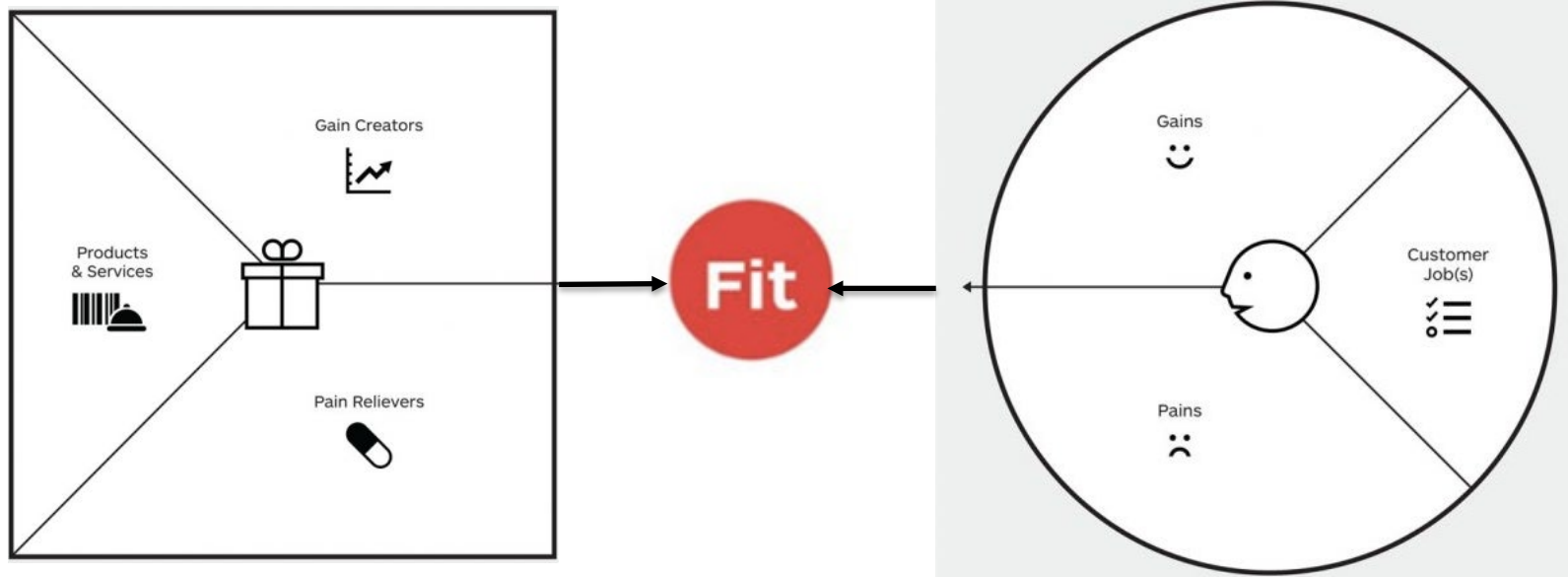
Gain creators describe how products & services create customer gains

List of products & services a value proposition is built around



Pain relievers describe how products & services ease customer pains

Value Proposition Canvas



Example: Uber



Team Exercise



Take **10 minutes** to discuss the

- Customer profile
- Value map elements

for your Entrepreneurship Knowledge Centre



Thank you!