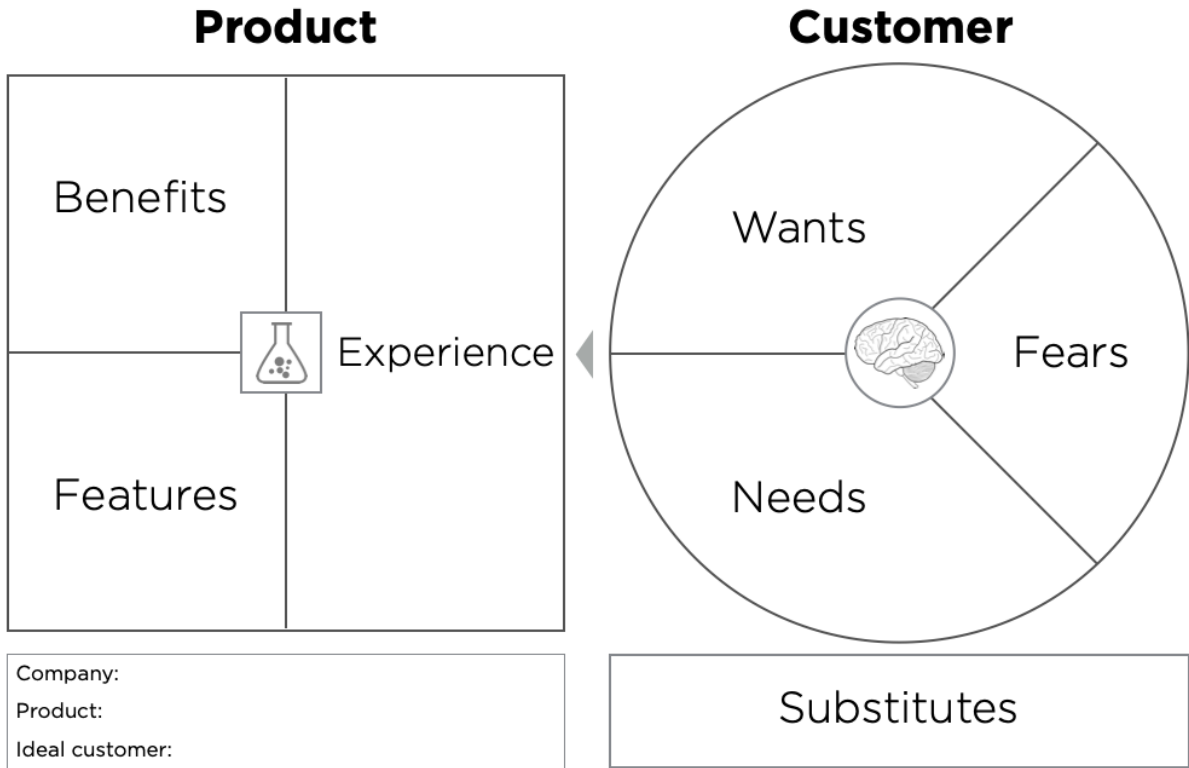


Value Proposition Canvas



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Company Name	Founder(s)	Key Employees & Role

The purpose of this worksheet is to prepare you to create your company’s business model canvas by exploring what the product - market fit might be.

Value Proposition Design Worksheet

Substitutes

WHAT WOULD YOUR TARGET CUSTOMER DO IF THEY DID NOT BUY YOUR PRODUCT OR SERVICE, AND WHAT ARE THE SHORTCOMINGS OF THAT SOLUTION (FUD)?

DESCRIBE THE SUBSTITUTE	LIST THE MAIN SHORTCOMING (BASIS FOR FUD ¹)

Fears

WHAT ARE THE RISKS OF SWITCHING TO YOUR PRODUCT OR SERVICE?

1.	
2.	
3.	

Needs

WHAT ARE THE RATIONAL DRIVERS OF PURCHASE?

1.	
2.	
3.	

WHAT ARE THE HIDDEN NEEDS?

1.	
2.	
3.	

Wants

WHAT ARE THE EMOTIONAL DRIVERS OF PURCHASE?

1.	
2.	

¹ FUD is Fear, Uncertainty and Doubt. Meaning what is the substitute's shortcoming you think would encourage a review of alternative products or services?

Value Proposition Design Worksheet



3.	
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Value Proposition Design Worksheet

Experience

WHAT DOES IT FEEL LIKE TO USE YOUR PRODUCT OR SERVICE?

1.	
2.	
3.	

PRODUCT or SERVICE

WHAT WOULD YOUR CUSTOMER CALL YOUR PRODUCT OR SERVICE?

--

Customer

DESCRIBE THE CUSTOMER YOU ARE TARGETING

1.	
2.	
3.	

Benefits

WHAT DOES YOUR PRODUCT OR SERVICE DO?

1.	
2.	
3.	

Features

HOW DOES YOUR PRODUCT OR SERVICE WORK?

1.	
2.	
3.	