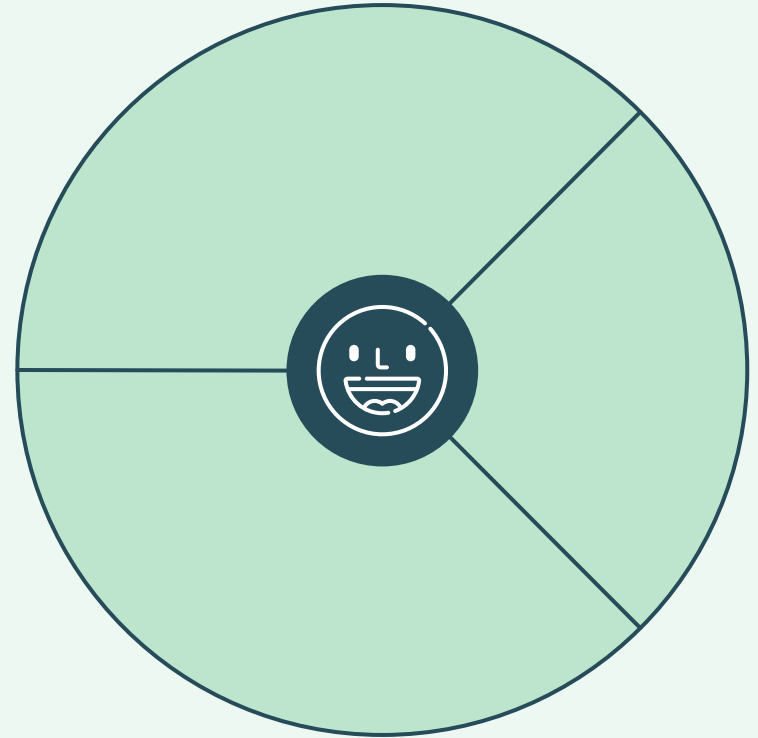


Demonstrating Your Value

Value Proposition Canvas

Unveil your value as you determine the fit between your customer and your offerings.

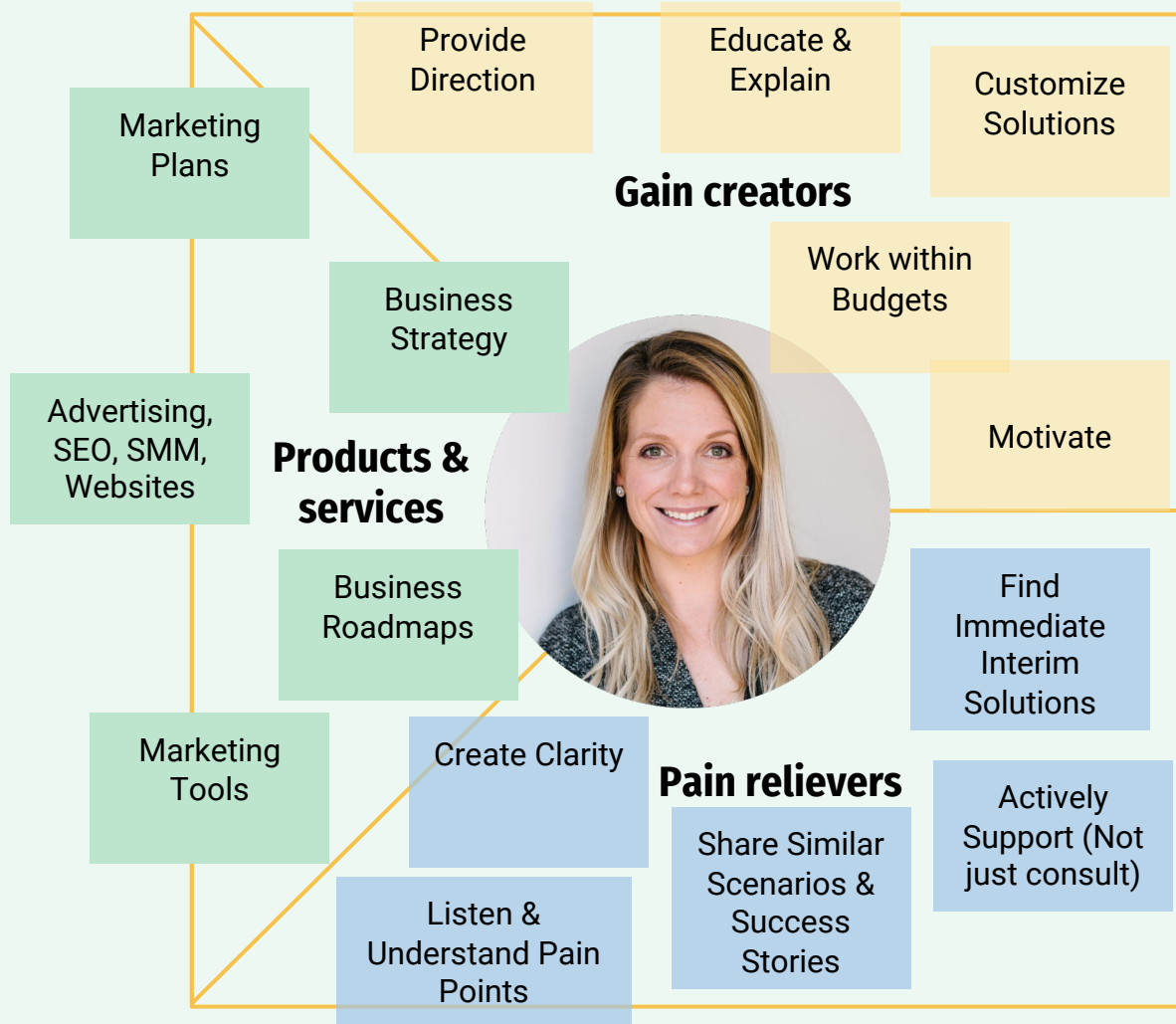


Nicole French

Founder & Strategist



www.chaus.ca



Linda Laforge

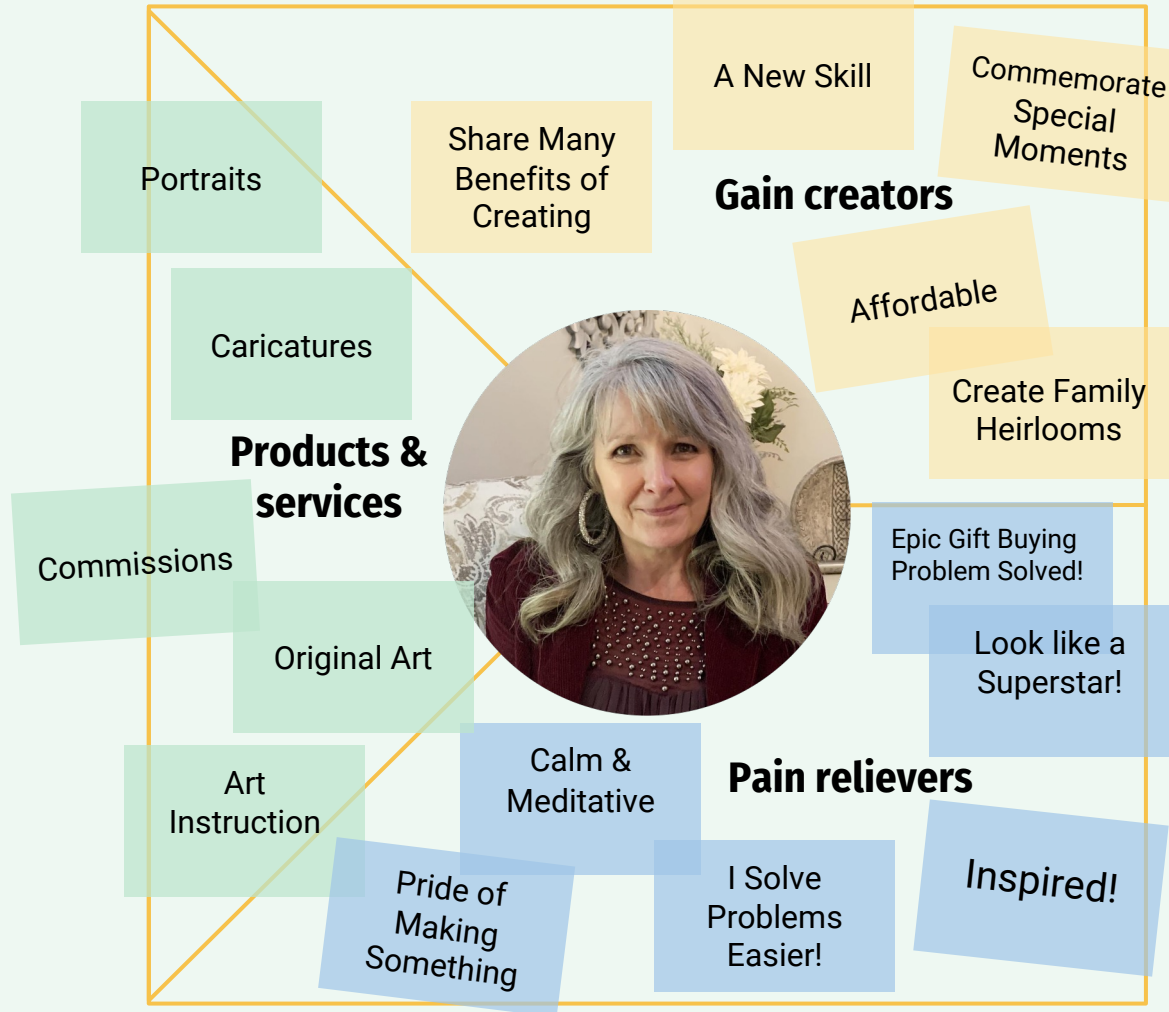
Portrait, Caricature
Artist & Author



www.lindalaforge.com

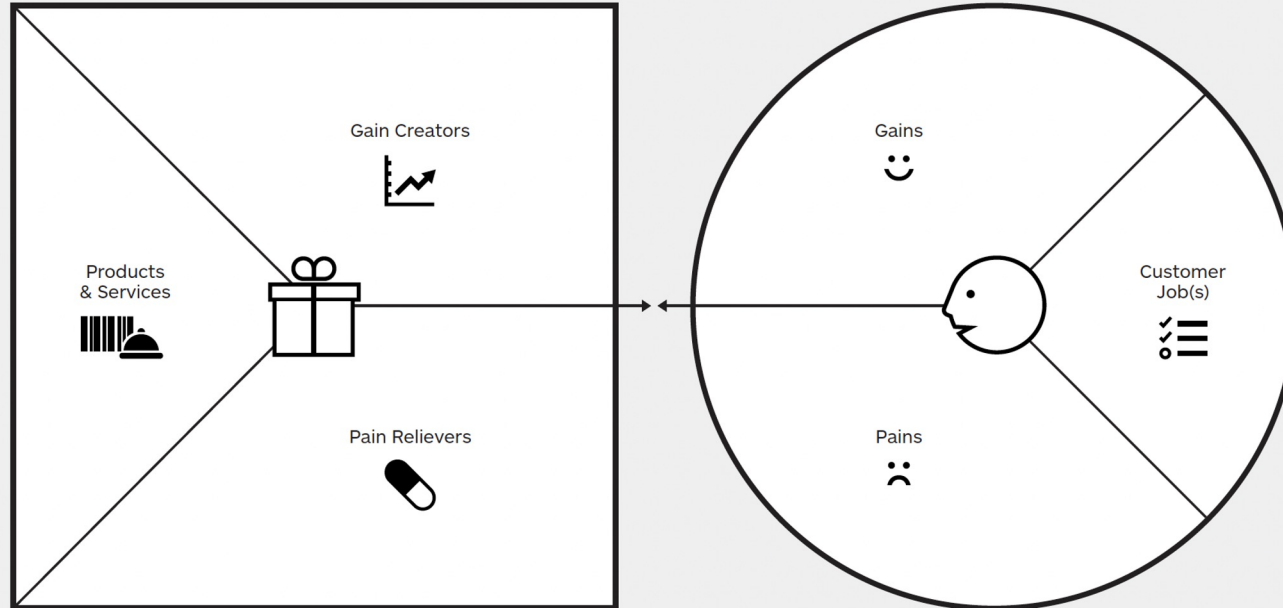
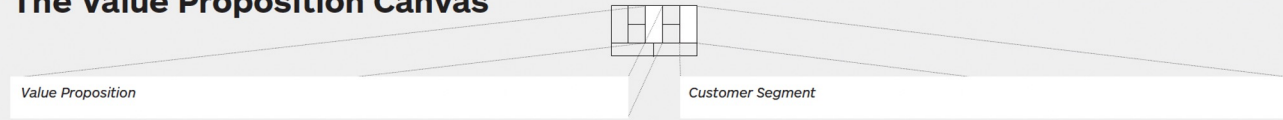
Copyright Strategyzer AG

The makers of Business Model Generation and Strategyzer



A value proposition is a statement which clearly identifies and demonstrates the benefits users receive when buying your product or service.

The Value Proposition Canvas



Some Ground Rules for Today

So you can use your canvas again! And again.

Don't Write on the Canvas

Write on the sticky notes.

This will let you rearrange your thoughts and also reuse the board.

One Idea per Sticky Note

Don't make bullet points on sticky notes.

One idea at a time!
This way you can discard ideas that don't resonate.

Current & Future

Differentiate between your current offerings and future ideas.

Use different colour notes or an icon.

Colour Code

Use different colour sticky notes for each section.

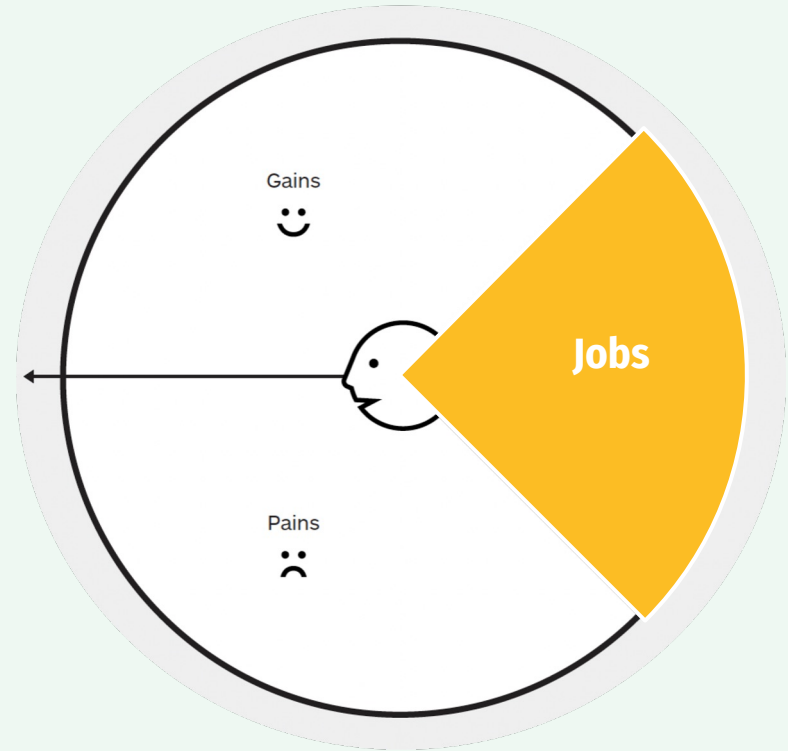
This will help you 'read' the map easier.

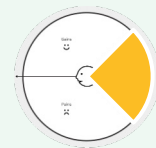


Lucy Bay

Art Lover & Buyer

As an art lover and buyer, what jobs does Lucy want to get done?





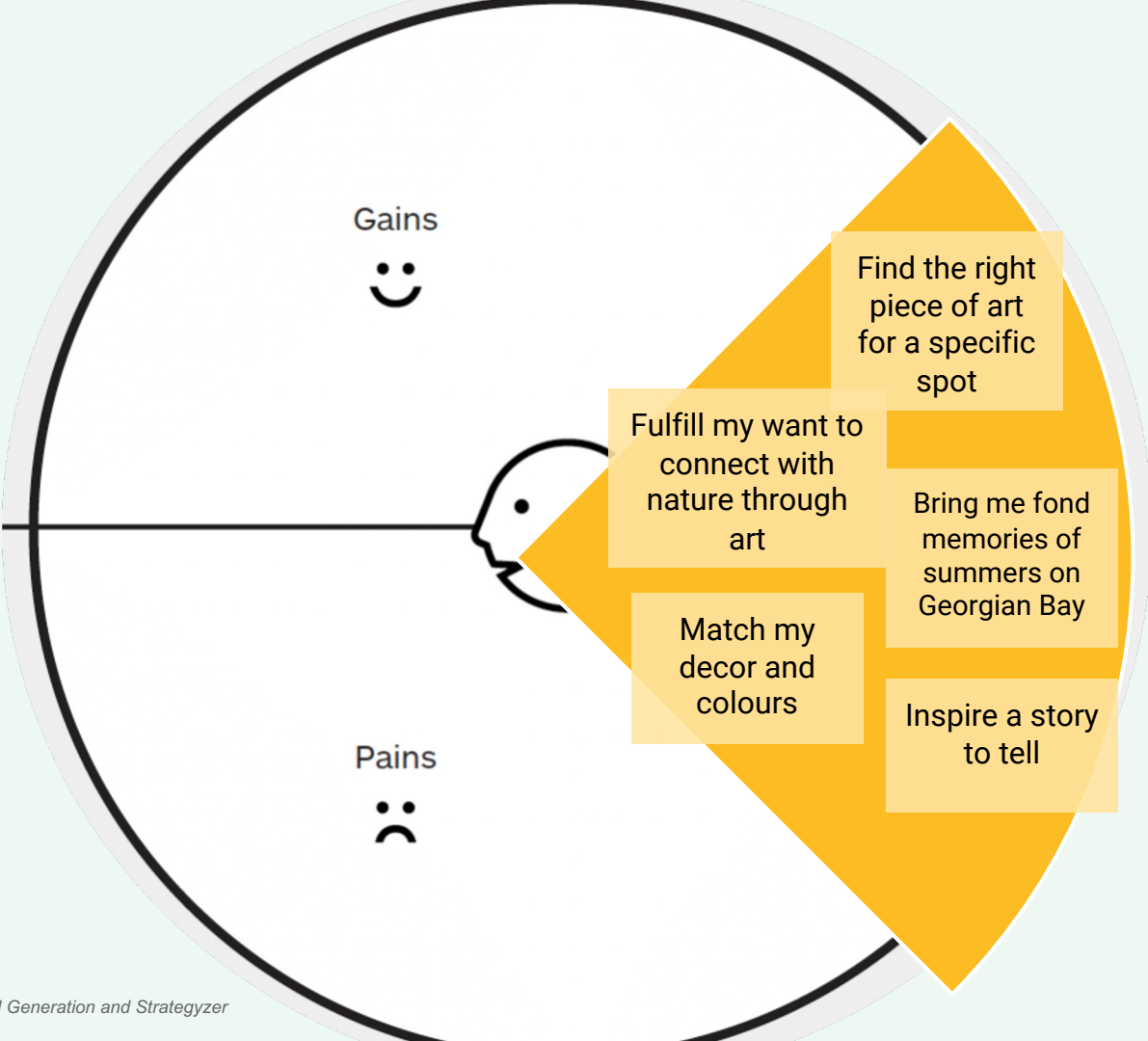
Customer/Client/Member Jobs

Jobs describe the things your customers are trying to get done in their work or in their life. It could be a the tasks they are trying to complete, a problem they are trying to solve, or a need they are trying to satisfy.

What is the one thing your customer is trying to accomplish?

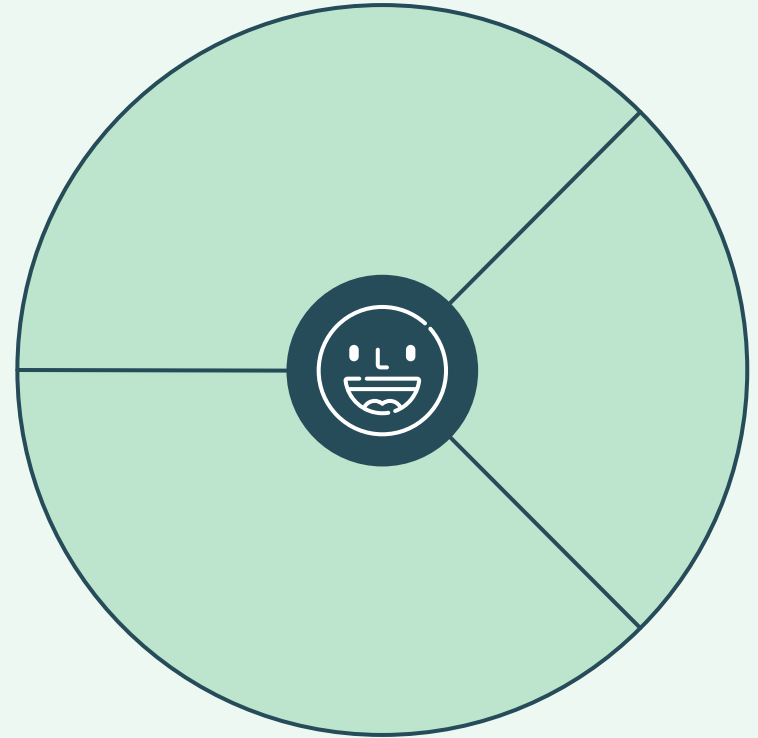
How does your customer want to feel? What does your customer need to do to feel this way?

**What emotional needs are your customers trying to satisfy?
What jobs, if completed, would give the user a sense of self-satisfaction?**



5 Minutes

Customer Jobs Only

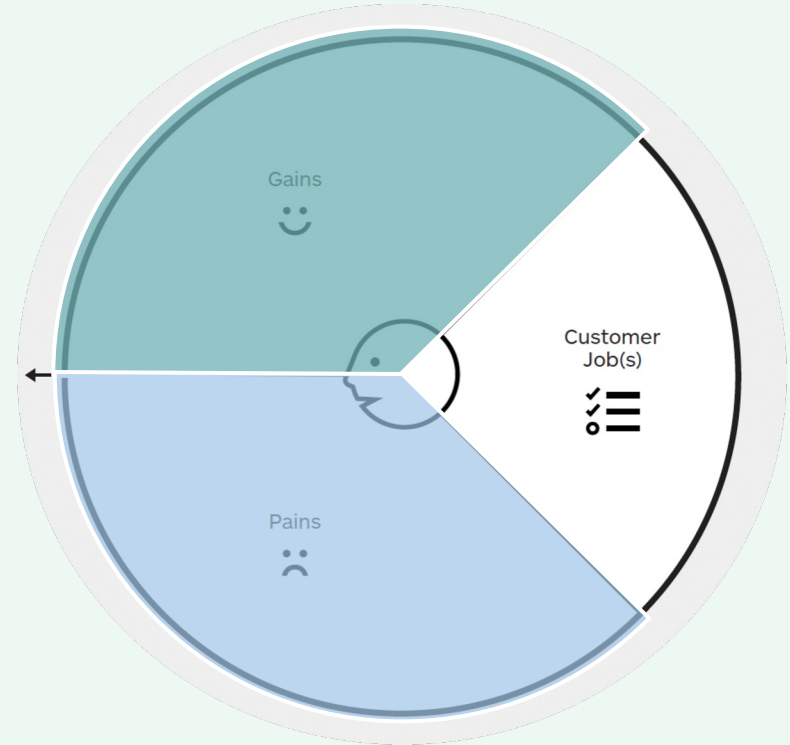




Lucy Bay

Art Lover & Buyer

What are the pains and gains that Lucy can encounter on her path to completing the jobs?





Customer Gains

Gains describe the outcomes and benefits your customers want. Some gains are required, expected, or desired by customers, and some would surprise them. Gains include functional utility, social gains, positive emotions, and cost savings.

What would make your customers' jobs or lives easier?

**What positive social consequences do your customers desire?
What makes them look good? What increases their power or their status?**

**What do customers dream about? What do they aspire to achieve,
or what would be a big relief to them?**



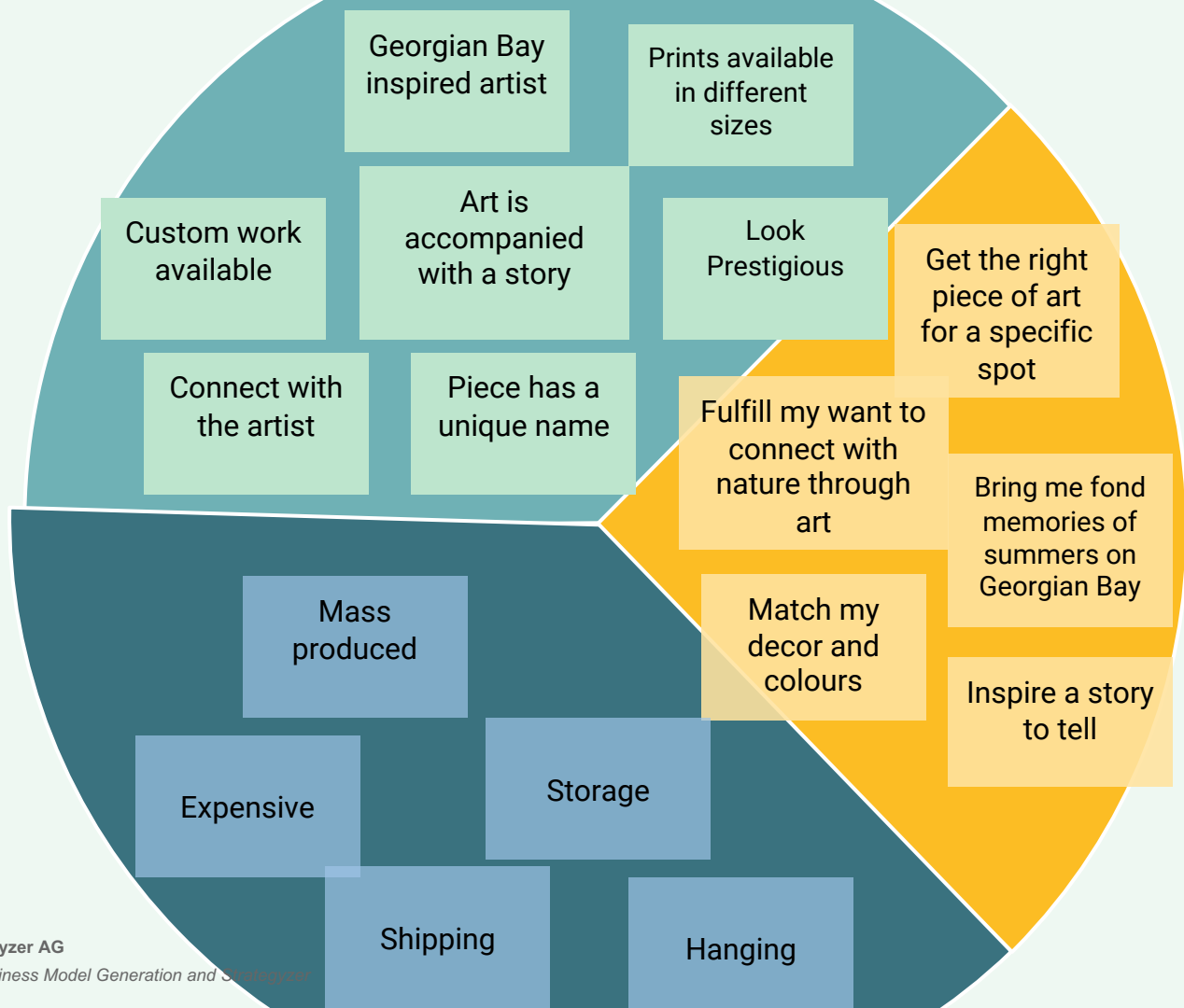
Customer Pains

Pains describe anything that annoys your customers before, during, and after trying to get the job done or simply prevents them from getting it done.

What makes your customers feel bad? What are their frustrations, annoyances, or things that give them a headache?

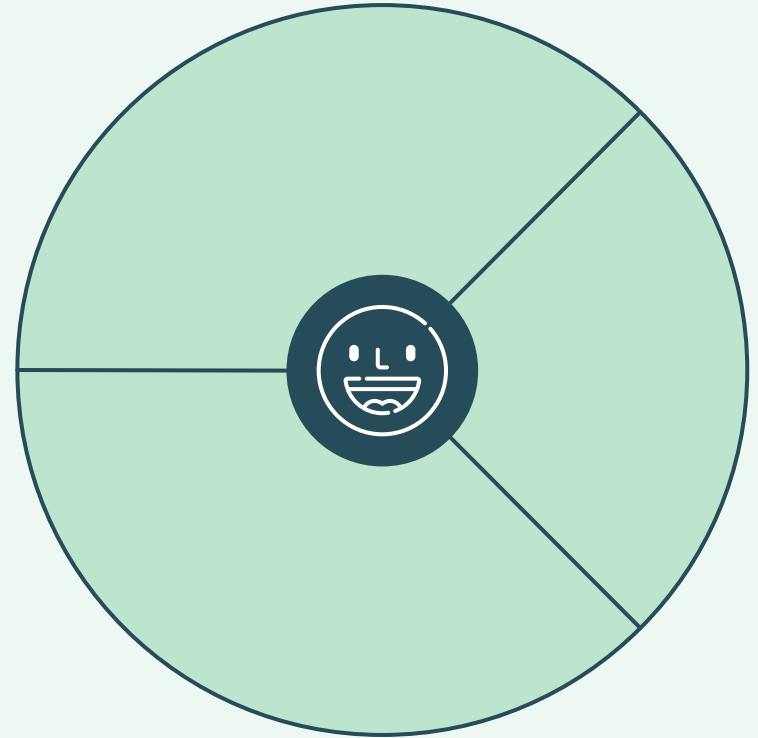
What are the main difficulties and challenges your customers encounter?

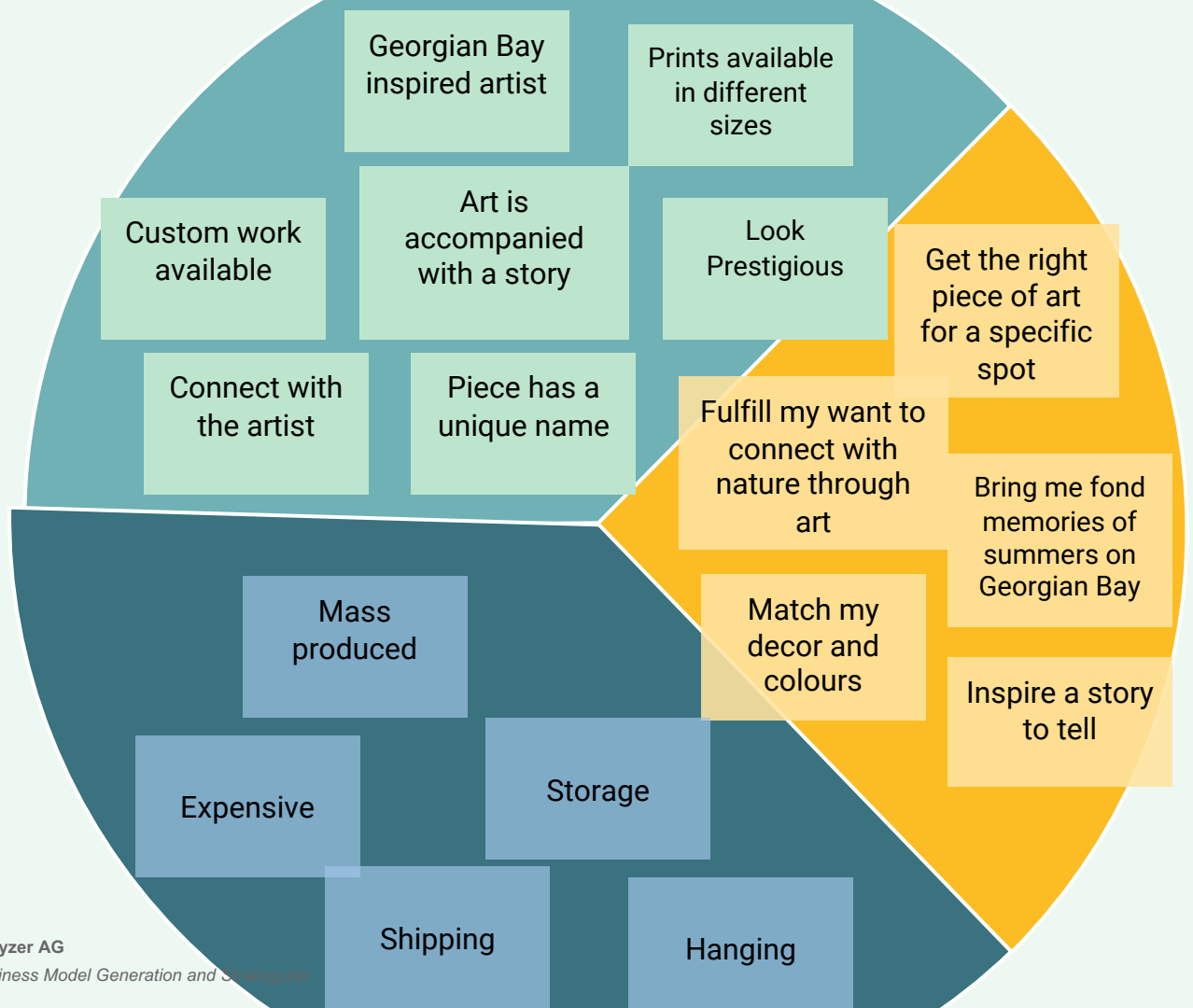
What negative social consequences do your customers encounter or fear? Are they afraid of a loss of face, power, trust, or status?



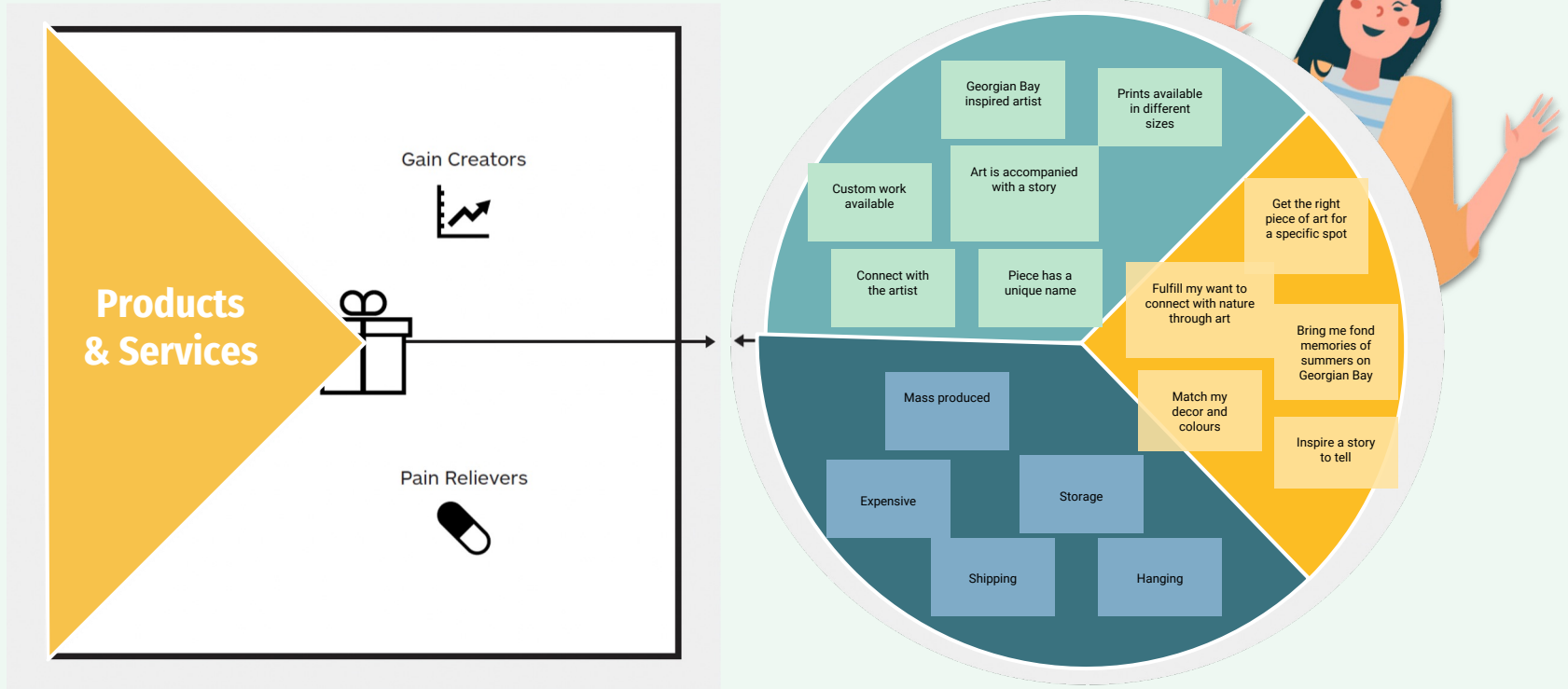
7 Minutes

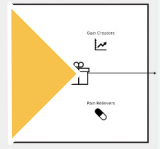
Customer Gains &
Pains Only





Lucy Bay Art Lover & Buyer



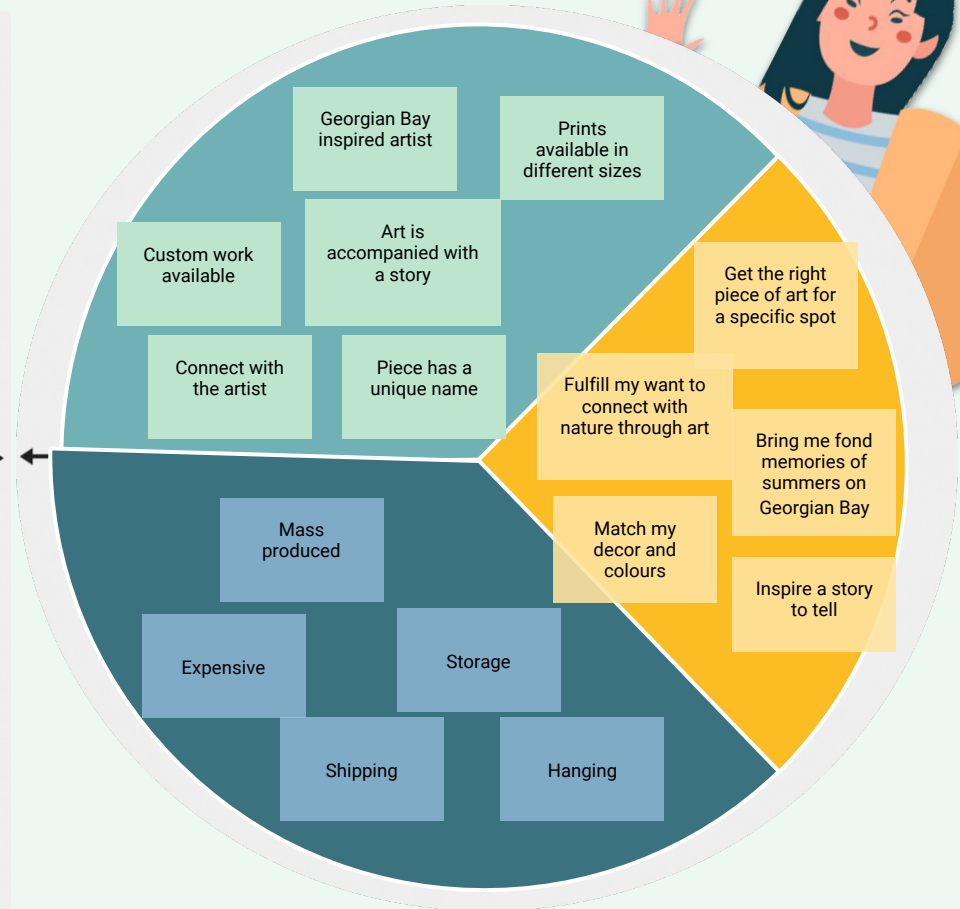
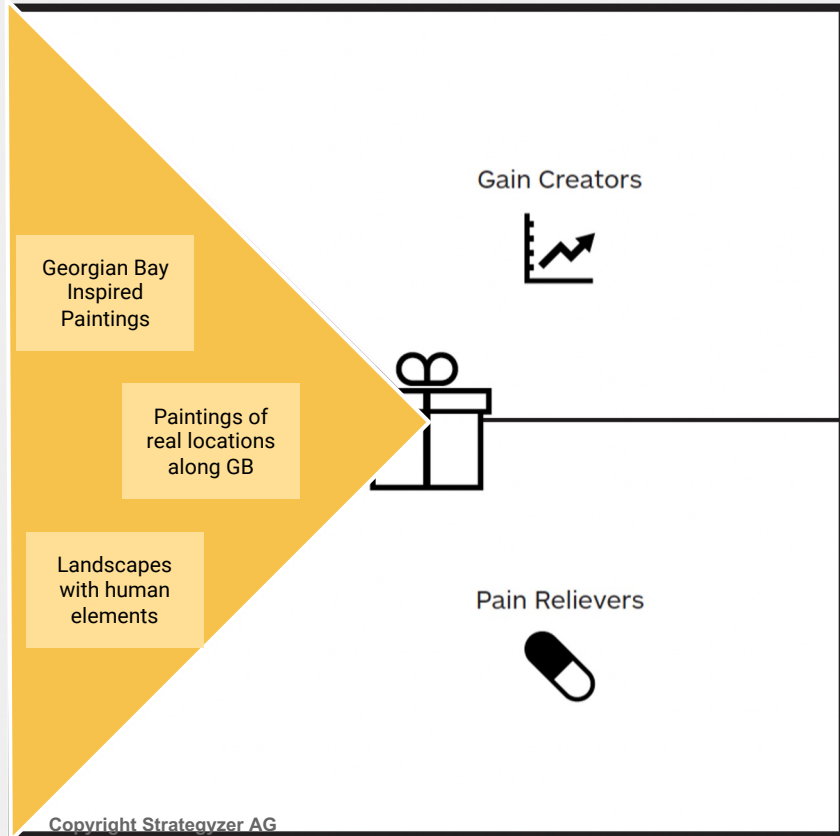


Your Products or Services

List all the products and services you offer as it pertains to the customer you have examined.

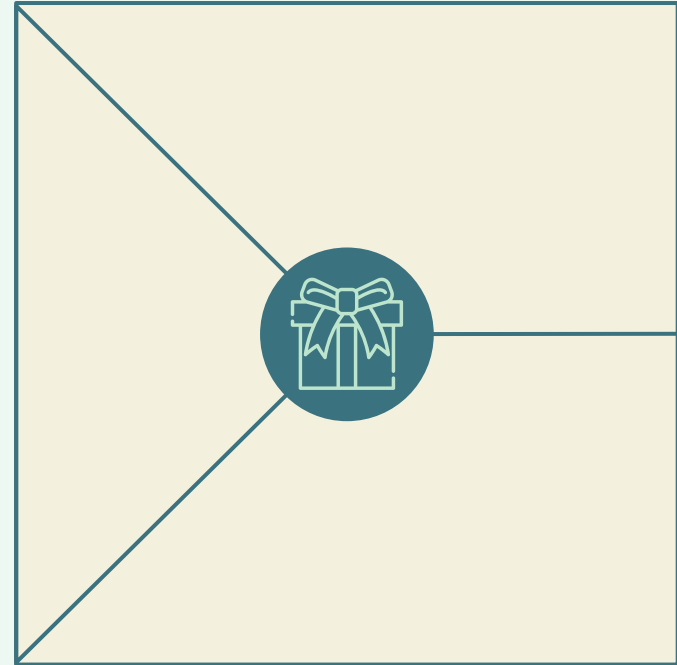
What product or service do they need that I offer?

Lucy Bay Art Lover & Buyer

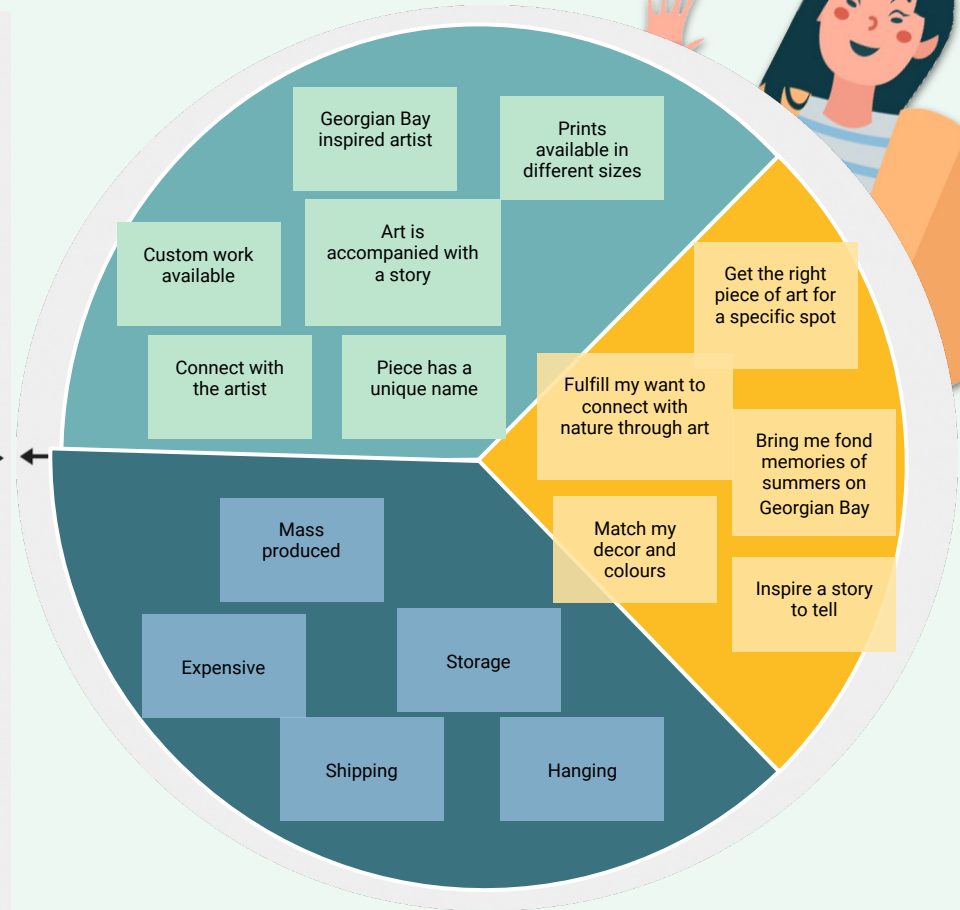
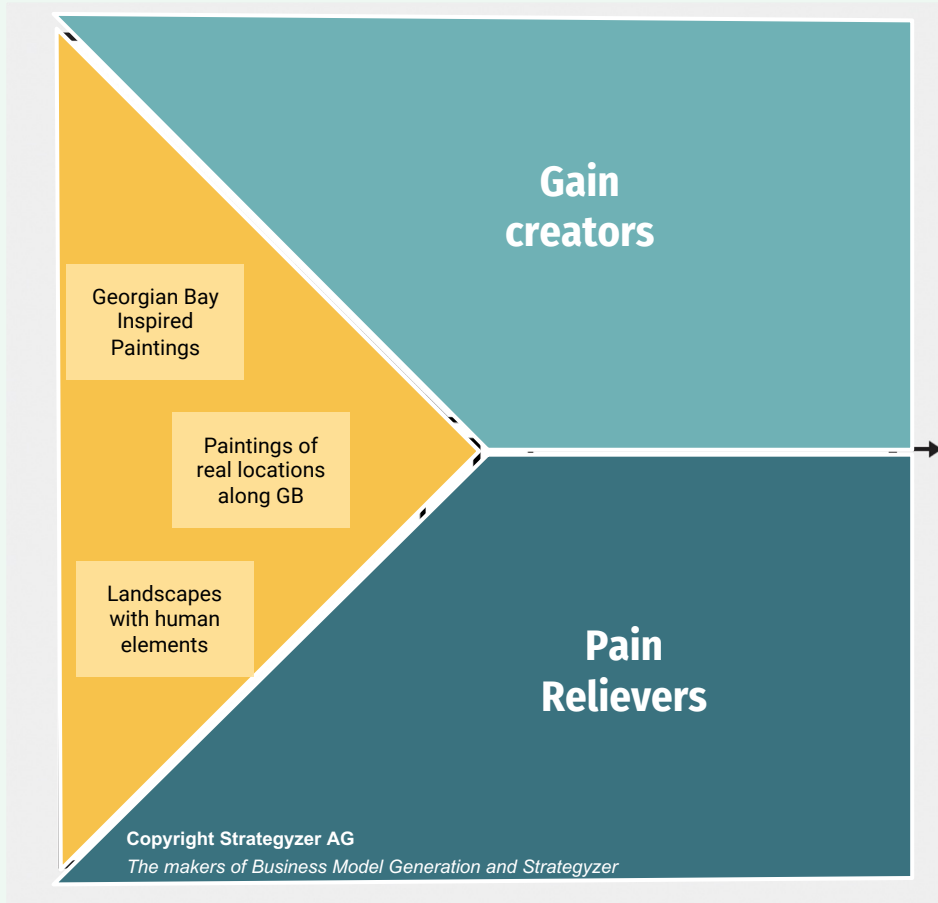


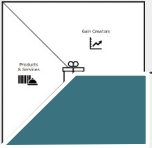
2 Minutes

Products & Services



Lucy Bay Art Lover & Buyer





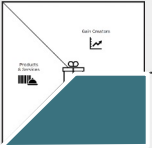
Gain Creators

Gain Creators describe how your products and services create customer gains. They explicitly outline how you intend to produce outcomes and benefits that your customer expects, desires, or would be surprised by, including functional utility, social gains, positive emotions, and cost savings.

Could your product or service make your customers' work or life easier?

Could your product or service fulfill a desire customers dream about?

Could your product or service create positive social consequences? By making them look good or producing an increase in power or status.



Pain Relievers

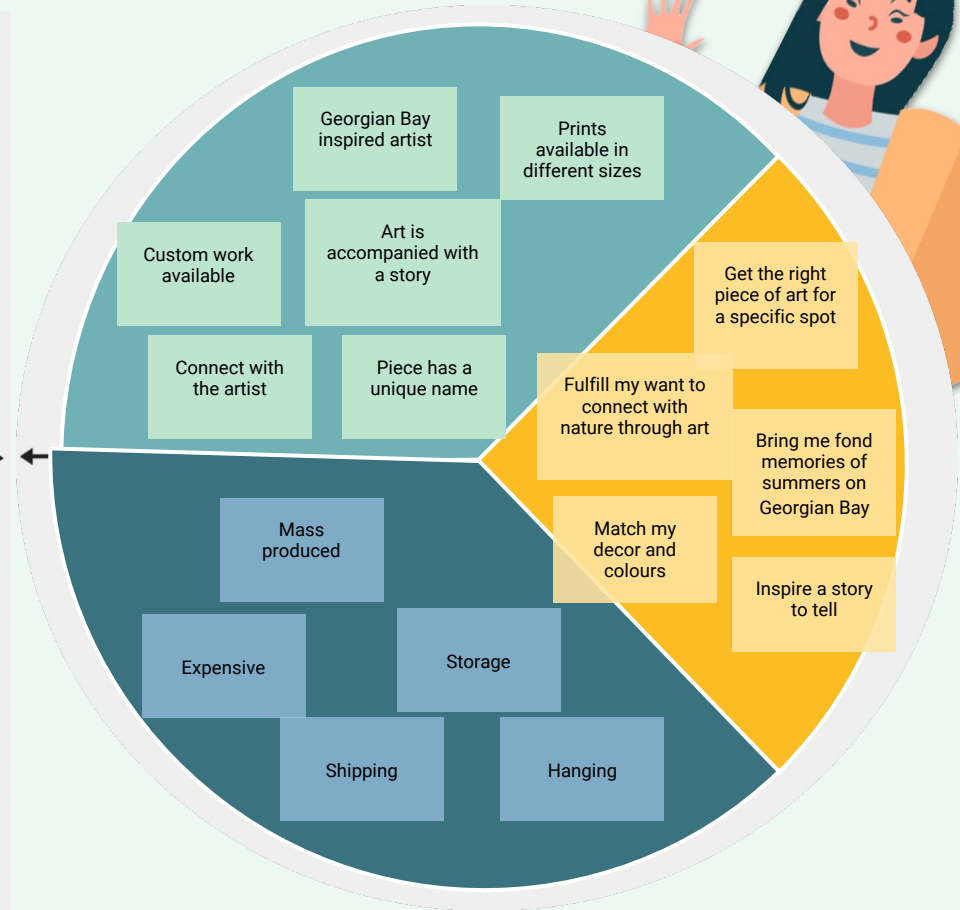
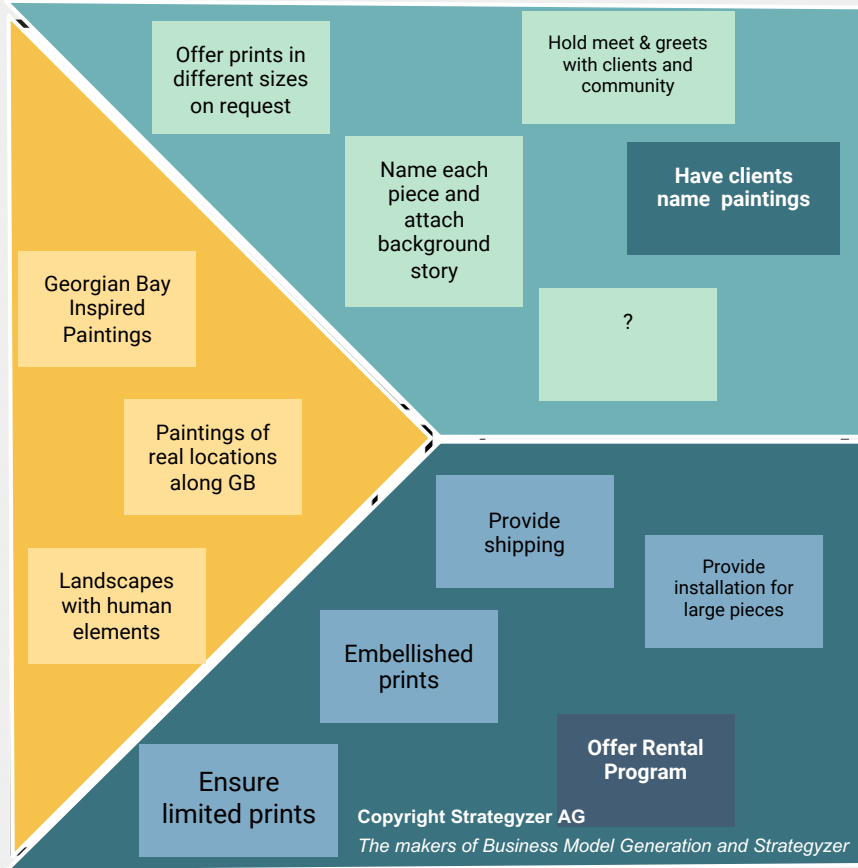
Pain relievers describe how exactly your products and services alleviate specific customer pains. They explicitly outline how you intend to eliminate or reduce some of the things that annoy your customers before, during, or after they are trying to complete a job

Could your products or services make your customers feel better? By killing frustrations, annoyances, and other things that give customers a headache.

Could your service put an end to difficulties and challenges your customers encounter?

Could your product or service wipe out negative social consequences your customers encounter or fear?

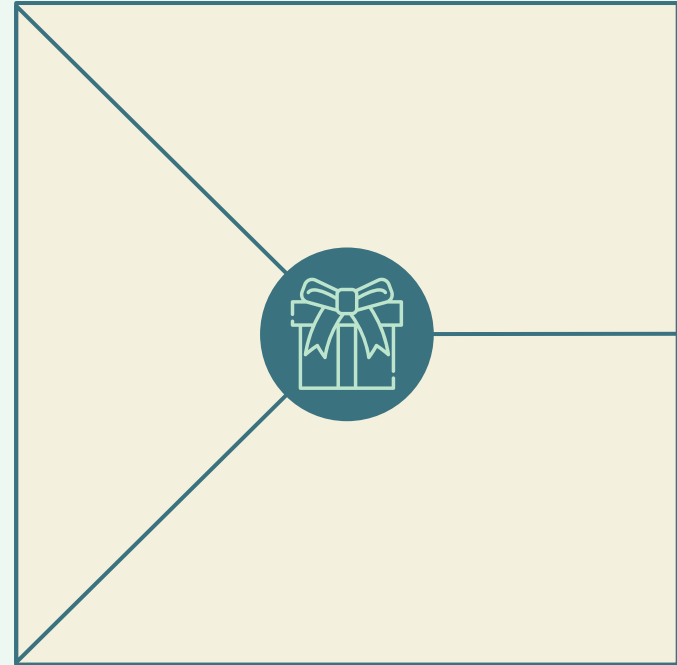
Lucy Bay Art Lover & Buyer



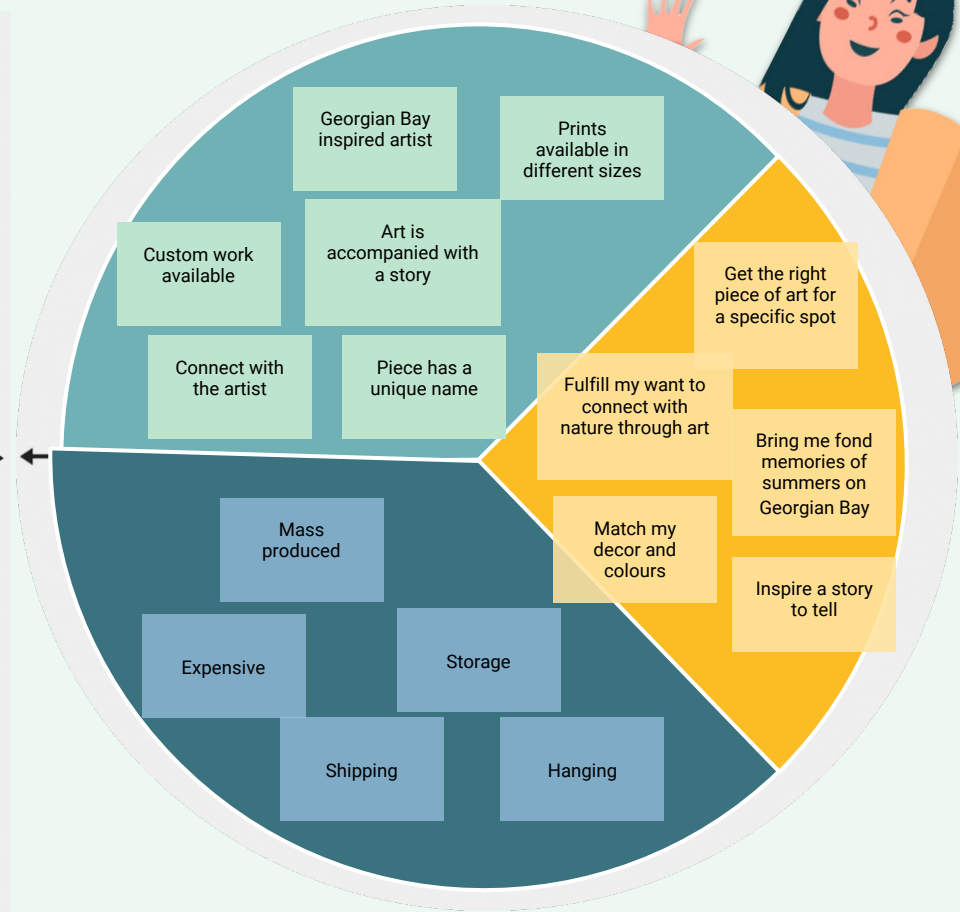
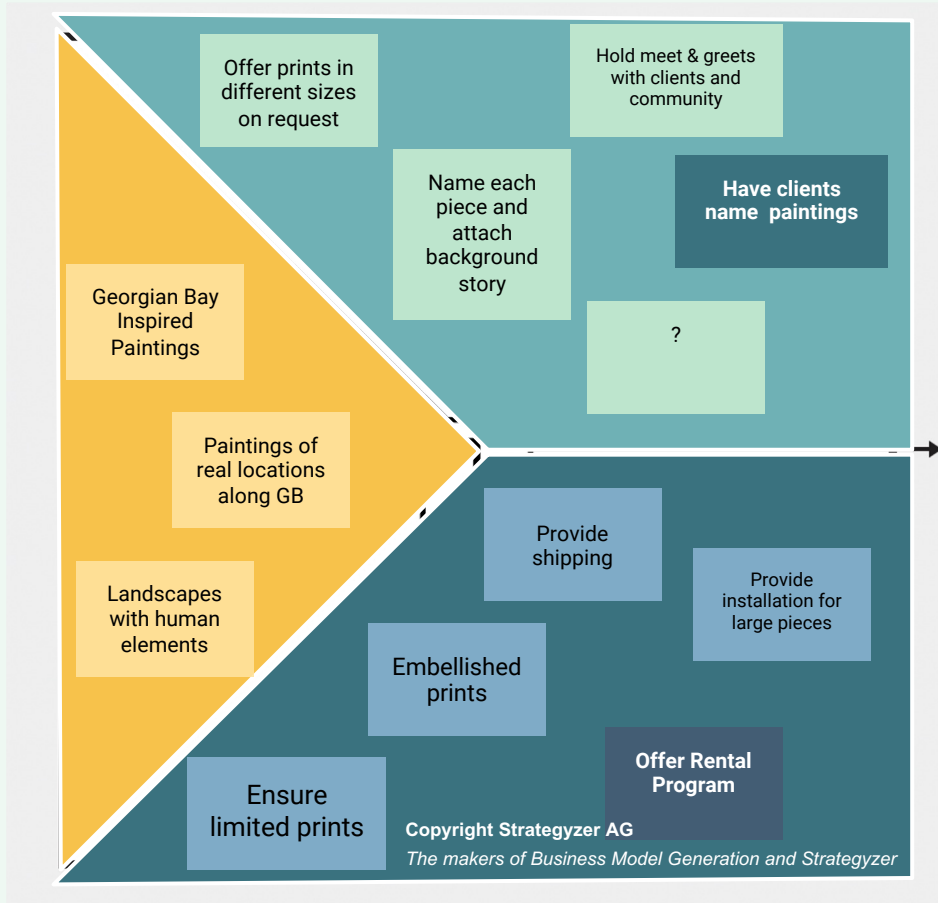
7 Minutes

Gain Creators & Pain
Relievers

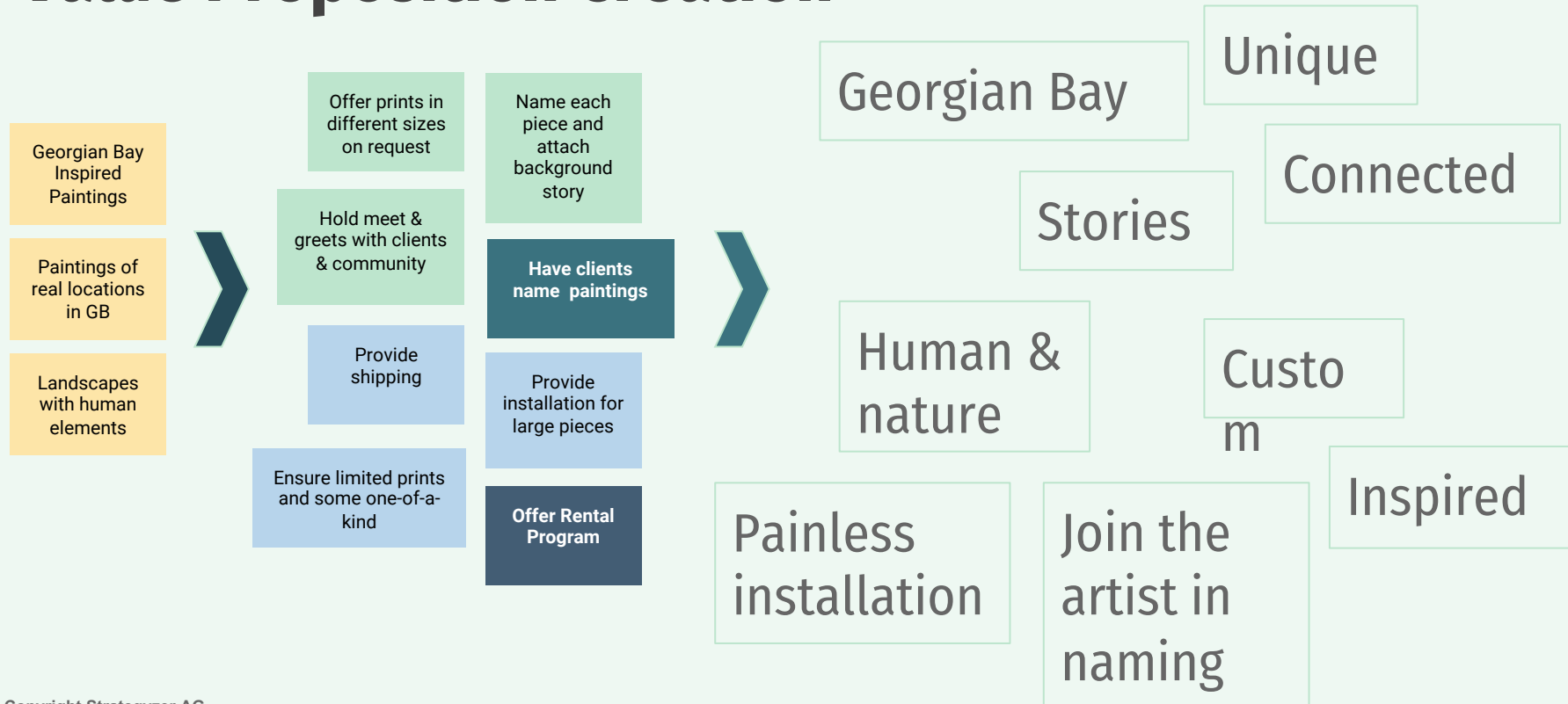
*You do not need to solve all of your
customer's gains and pains!*



Lucy Bay Art Lover & Buyer



Value Proposition Creation



Value Proposition Creation

Connect with Georgian Bay's beauty through original paintings blending landscapes and humanity, each accompanied by personalized stories to evoke fond memories of the Bay.

Collaborate to name your new painting as it finds its true home.

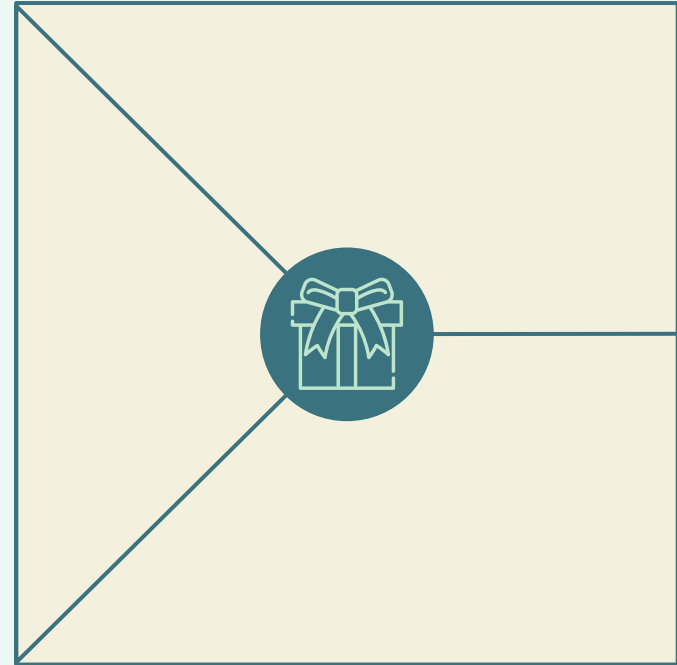
Shipping and large-print installation included.



5 Minutes

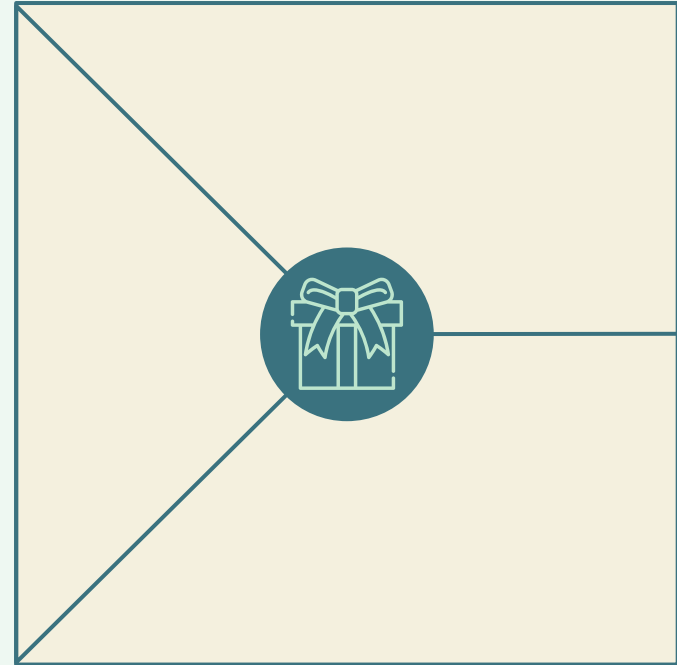
Draft your value proposition

You do not need to include all elements!



What's Your Value Proposition?

Anyone willing to share their draft?



Thank you!



Nicole French

www.chaus.ca



Linda Laforge

www.lindalaforge.com

