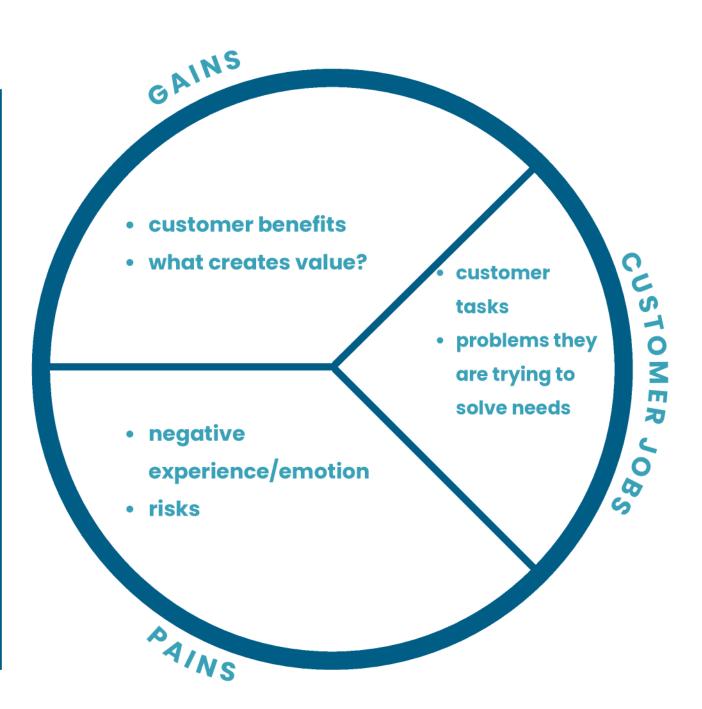


VALUE PROPOSITION CANVAS

GAIN CREATORS

• which products/services create gains? S • the product/service ш C creates gains to 5 customer 2 the ш • which create greater S products/service value? W s that create gain & relieve pain S which underpin C value? how will we cover customer pains? 0 Which product/services work best?

> **PAIN RELIEVERS VALUE MAP**



CUSTOMER PROFILE

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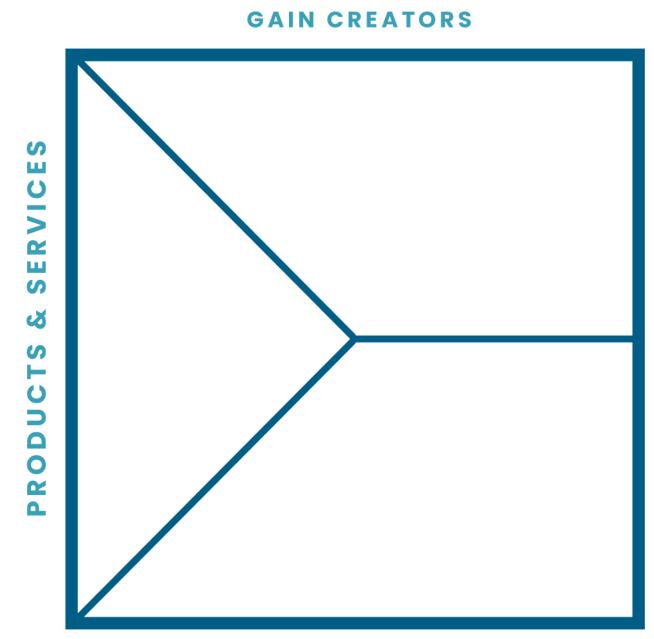




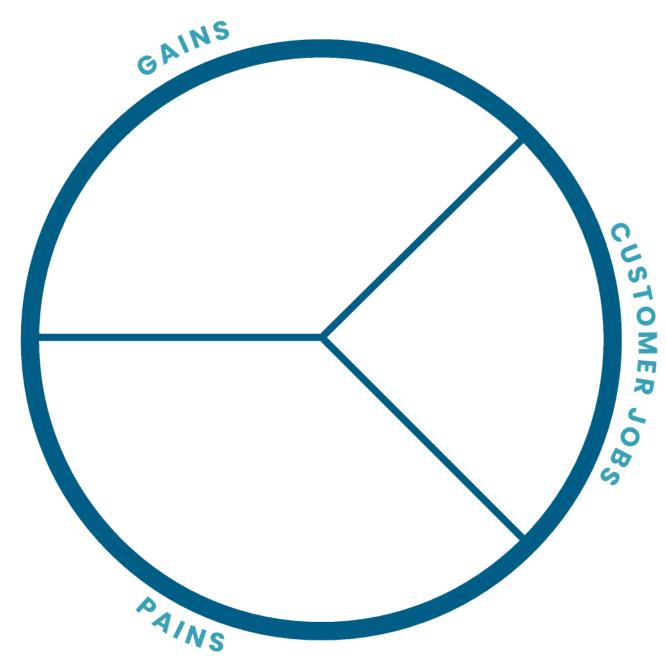




VALUE PROPOSITION CANVAS



PAIN RELIEVERS
VALUE MAP



CUSTOMER PROFILE

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