

VALUE PROPOSITION CANVAS

Another famous canvas used by 21st entrepreneurs and Founders is the the Value Proposition Canvas. The Value Proposition Canvas is a tool which can help ensure that a product or service is positioned around what the customer values and needs. The Value Proposition Canvas was initially developed by Dr Alexander Osterwalder as a framework to ensure that there is a fit between the product and market.

If you are struggling to define the “jobs-to-be-done”, then use the “Jobs-To-Be-Done Canvas” to guide you!

TOP TIPS

- Start on the right hand side with your clients tasks (jobs to be done) - what are they trying to accomplish? Then move to the gains and pains they experience?
- After you have completed the right, move to the left and visualise the value you create - how do you create gains and relieve pains?
- When you have a completed canvas, take time to review and adjust, if needed, to ensure you have a Product-Market fit. Is your idea solving the problem for your client?

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