

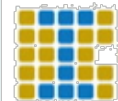
Value Proposition

Delivering Value to Customers



THE UNIVERSITY OF ARIZONA

**TECH LAUNCH
ARIZONA**



CORPS
NSF Innovation Corps

Value Proposition

What do your customers expect from you?

- Describes the benefits customers can expect from your products or services.
- What is the value to the customer, consumer, and end-user?
- Why would they choose to buy/use your product/services

NOTE: Value Proposition does not describe your product features.

Value Proposition Canvas

Providing Depth to the Business Model Canvas

Gain Creators:

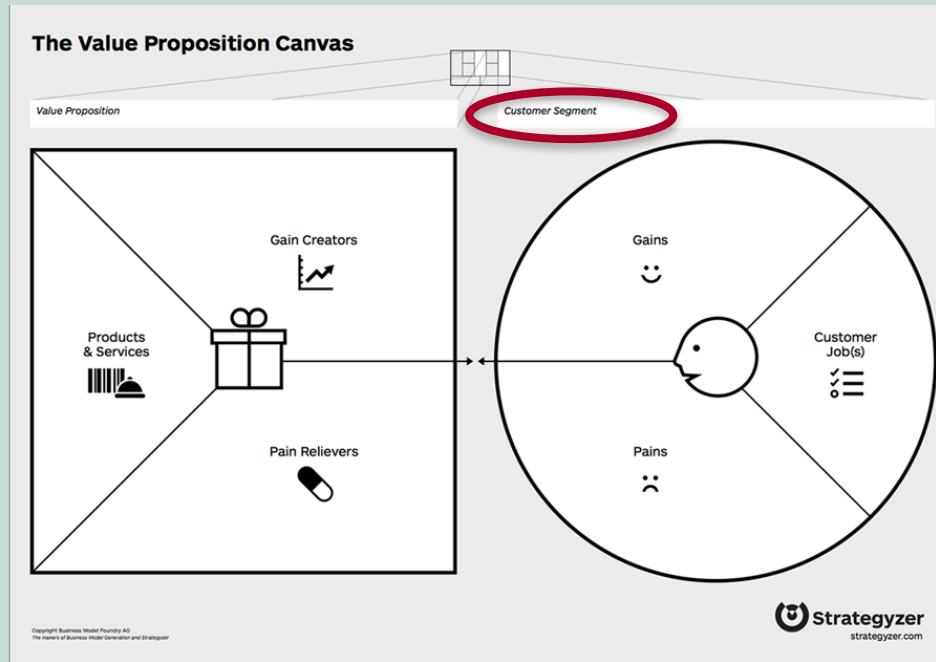
What you provide to create benefits and happiness for your customers

Products/Services:

Description of your product features

Pain Relievers:

How you alleviate bad outcomes, risks, obstacles



Gain: outcomes customers want to achieve, or concrete benefits they seek

Jobs: describe customer tasks in their own words

Pain: Bad outcomes, risks, obstacles related to jobs

Customer Jobs

What does your customer do?

- What functional jobs is your customer trying to get done? (task, specific problems)
- What social jobs is your customer trying to get done? (performance, promotion, status)
- What emotional jobs is your customer trying to get done? (security, altruistic)
- What basic needs is your customer trying to satisfy? (food, safety, communication)

Customer Pains

What does not contribute to a customer's job?

- What does your customer find too costly?
- What makes your customer feel bad?
- How are current solutions underperforming?
- What are the main difficulties and challenges?
- What negative social consequences exist?
- What risks does your customer fear?
- What keeps them awake at night?
- What barriers keep your customer from making changes?

Customer Gains

What excites your customer?

- Which savings would make your customer happy?
- What outcomes does your customer expect?
- How do current solutions delight your customer?
- What would make your customers job easier?
- What positive social consequences exist?
- What are customers looking for?
- What do they dream about?
- How do your customers measure success/failure?
- What metrics support adoption of a new solution?

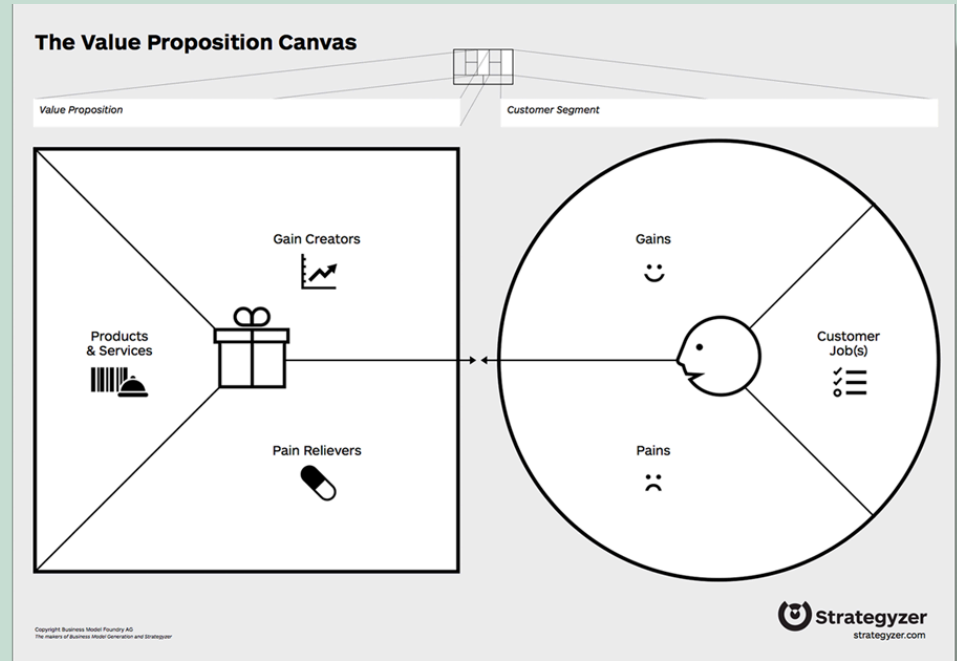
Value Proposition Canvas

How do you add Value to Your Customers Pains, Gains, Tasks?

Gain Creators: What you provide to create benefits and happiness for your customers

Products/Services:
Description of your product features

Pain Relievers: How you alleviate bad outcomes, risks, obstacles



Value Proposition

Bringing it Back to the Business Model Canvas

