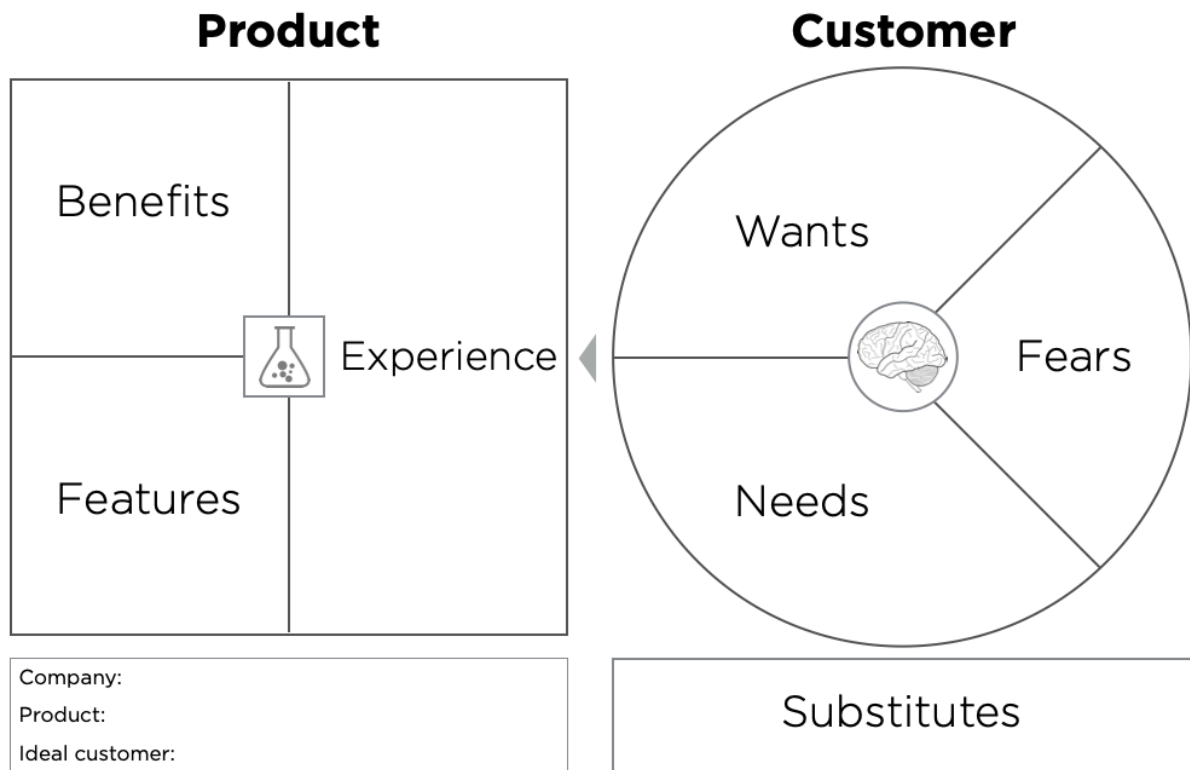


## Value Proposition Canvas



Based on the work of Steve Blank, Clayton Christensen, Seth Godin, Yves Pigneur and Alex Osterwalder. Released under creative commons license to encourage adaption and iteration. No rights asserted.

# Value Proposition Design Worksheet

## Substitutes

WHAT WOULD YOUR TARGET CUSTOMER DO IF THEY DID NOT BUY YOUR PRODUCT?

1.	
2.	
3.	

## Fears

WHAT ARE THE RISKS OF SWITCHING TO YOUR PRODUCT?

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.	
3.	

## Experience

WHAT DOES IT FEEL LIKE TO USE YOUR PRODUCT?

1.	
2.	
3.	

## Value Proposition Design Worksheet

### Product

WHAT WOULD YOUR CUSTOMER CALL YOUR PRODUCT?

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### Customer

DESCRIBE THE CUSTOMER YOU ARE TARGETING

1.	
2.	
3.	

### Benefits

WHAT DOES YOUR PRODUCT DO?

1.	
2.	
3.	

### Features

HOW DOES YOUR PRODUCT WORK?

1.	
2.	
3.	