

**UNDERSTANDING THE EXISTING OFFERING**

Value Proposition Canvas

Check that what you offer matches what customers need

Use this when	Pressure-testing an offer against real needs
Time needed	60 minutes per segment
Who's involved	Anyone with customer insight
You'll end up with	A clear read on fit — and the gaps

How to use this canvas

This canvas checks one thing: does what you offer actually match what customers need? Fill the customer profile first — their world, in their terms — before you describe your offer. Then map your value against it and look honestly for the gaps. Do one canvas per customer segment.

Customer segment <i>One segment per canvas</i>	
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Customer profile

Their world — fill this from research, not hope.

CUSTOMER JOBS

What are they trying to get done? Tasks, problems, needs.

PAINS

What's hard, risky, costly, or annoying about getting it done?

GAINS

What outcomes and benefits do they actually want?

Value map

Your offer — mapped against the profile. Each item should answer something on the other side.

PRODUCTS & SERVICES

What do you offer this segment?

PAIN RELIEVERS

How does your offer ease the pains above?

GAIN CREATORS

How does your offer produce the gains above?

Test the fit

For the customer's top two or three pains and gains, is there a matching reliever or creator? Where's the gap — and is it worth closing?
