

Value Proposition Builder

Team:

About this tool:

The Value Proposition Builder is a method to match the audience needs with the

capabilities of the business, with the goal being a clearly articulated "pitch" of how our solutions can add value.

1 Gains, Pains, Jobs-to-be-done

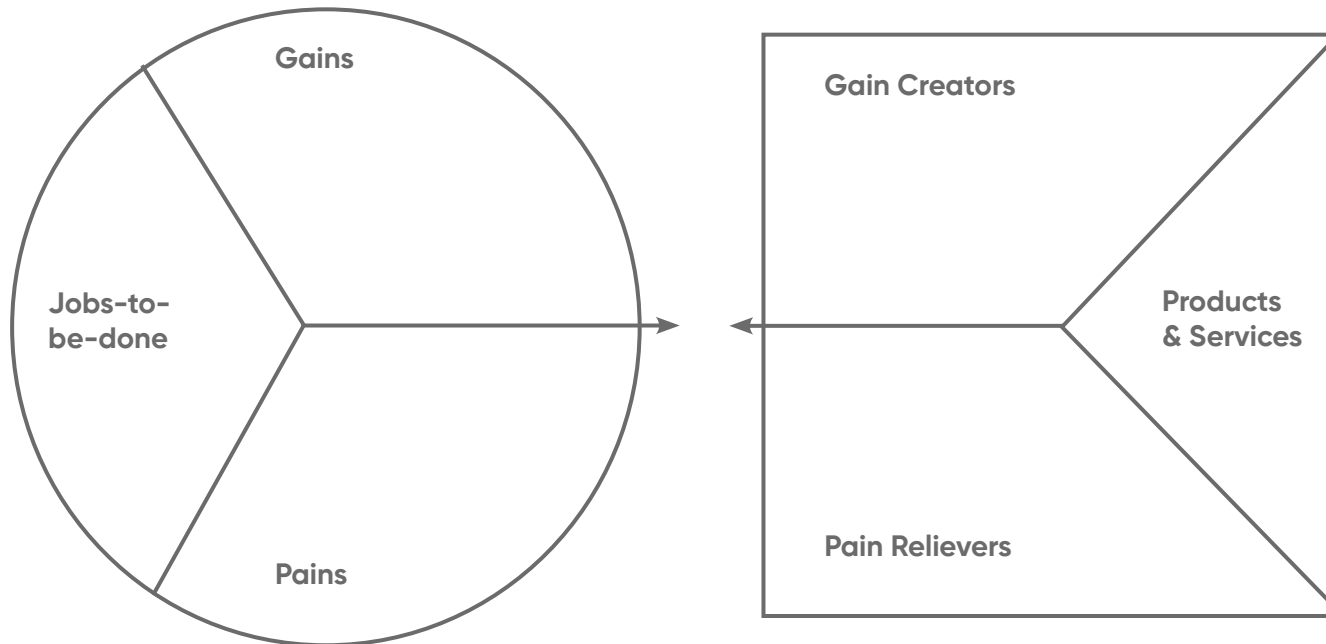
Start on the left side of the canvas. Based on the research, what are the gains (opportunities and ambitions), pains (unmet needs and frustrations), and jobs-to-be-done (roles and responsibilities) of the audience.

2 Gain Creators, Pain Relievers

On the left side of the canvas, plot all the ways your potential solution or brand could respond to the audience. e.g. What specific benefits will drive delight for the audience (gain creators), what specific benefits will reduce frustrations (pain relievers), and what specific features / structures will help support them in their jobs-to-be-done (products and services)?

3 MadLib

Based on the plotting of the canvas, use the below MadLib template to craft a commercial story (mini value proposition) of the emerging opportunity.



For

customer/segment

who are dissatisfied or who dream of

pain, gain, or job-to-be-done

we offer

solution

which provides

key problem-solving capability or benefit

Unlike

main alternative

we

differentiating features or benefits