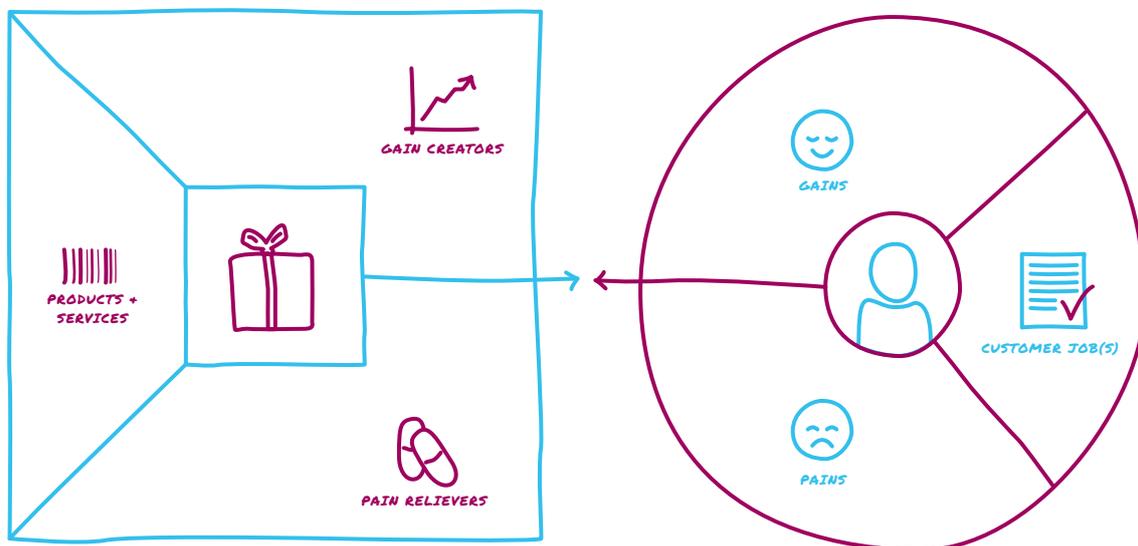


VALUE PROPOSITION TOOL

NUKIGA

Your value proposition describes the benefits your customers can expect from your product or service. It is essential to your pitch!



Based on Strategyzer's Value Proposition Canvas. If you want to learn from the source visit www.strategyzer.com

Completing the canvas will also help you ensure that there is a match between what you are offering and what your customer segment needs.

The best way to arrive at a clear value proposition is to use the Value Proposition Canvas on the next page.

There is no right or wrong place to start when filling it out. As long as you get through all the elements, you should arrive at a good value proposition at the end.

The important thing is end up with a perfect match between your customer's world and the product or service you are offering.

Here is an explanation of the elements.

At the top:



VALUE PROPOSITION

Describes the benefits customers can expect from your products and services.



CUSTOMER SEGMENT

The people you are creating value for - your persona.

The left hand side of the canvas, representing your value proposition.

The right hand side of the canvas, representing your customers:



GAIN CREATORS

Describes how products and services create gains and help customers achieve the outcomes and benefits they require, expect, desire, or dream of by getting a job done (well).



CUSTOMER GAINS

Outcomes and benefits customers must have, expect, desire, or dream to achieve.



PAIN RELIEVERS

Describes how products and services alleviate customer pains by eliminating or reducing bad outcomes, risks, and obstacles that prevent customers from getting a job done (well).



CUSTOMER JOB(S)

What customers need, want, or desire to get done in their work and in their lives.



CUSTOMER PAINS

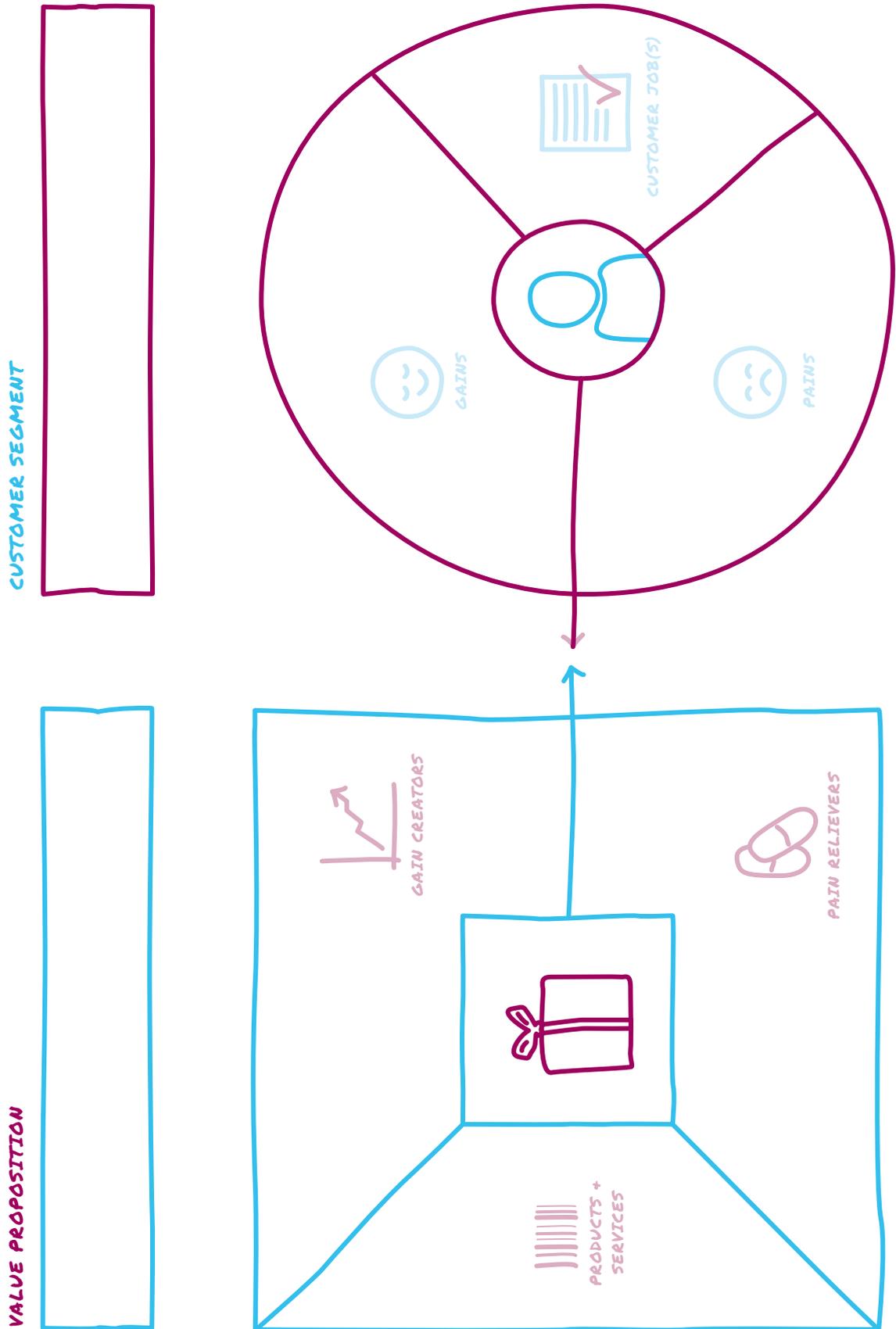
Bad outcomes, risks, and obstacles that customers want to avoid, notably because they prevent them from getting a job done (well).



PRODUCTS AND SERVICES

The items that your value proposition is based on that your customers can see in your shop window — metaphorically speaking.

HAVE FUN CREATING YOUR VALUE PROPOSITION AND DON'T FORGET TO ASK FOR HELP FROM THE COMMUNITY, IF THERE IS ANYTHING YOU DON'T UNDERSTAND OR ARE UNSURE ABOUT.



WANT TO KNOW MORE?



If you get stuck, you are always welcome to ask questions in the community. And remember to answer other members' questions as well!

No one should do things alone! Remember to reach out. There is always someone who has had the same experience and who is ready to help.

Many people have said and written wise words about the art of pitching. If you are curious and want to dig deeper, there are links to books, TEDtalks and online resources in the [NUKIGA Library](#).



Finally, don't hesitate to contact us at academy@nukiga.dk if you have anything you want to share :)

TOGETHER WE ARE STRONGER, WISER AND RICHER!