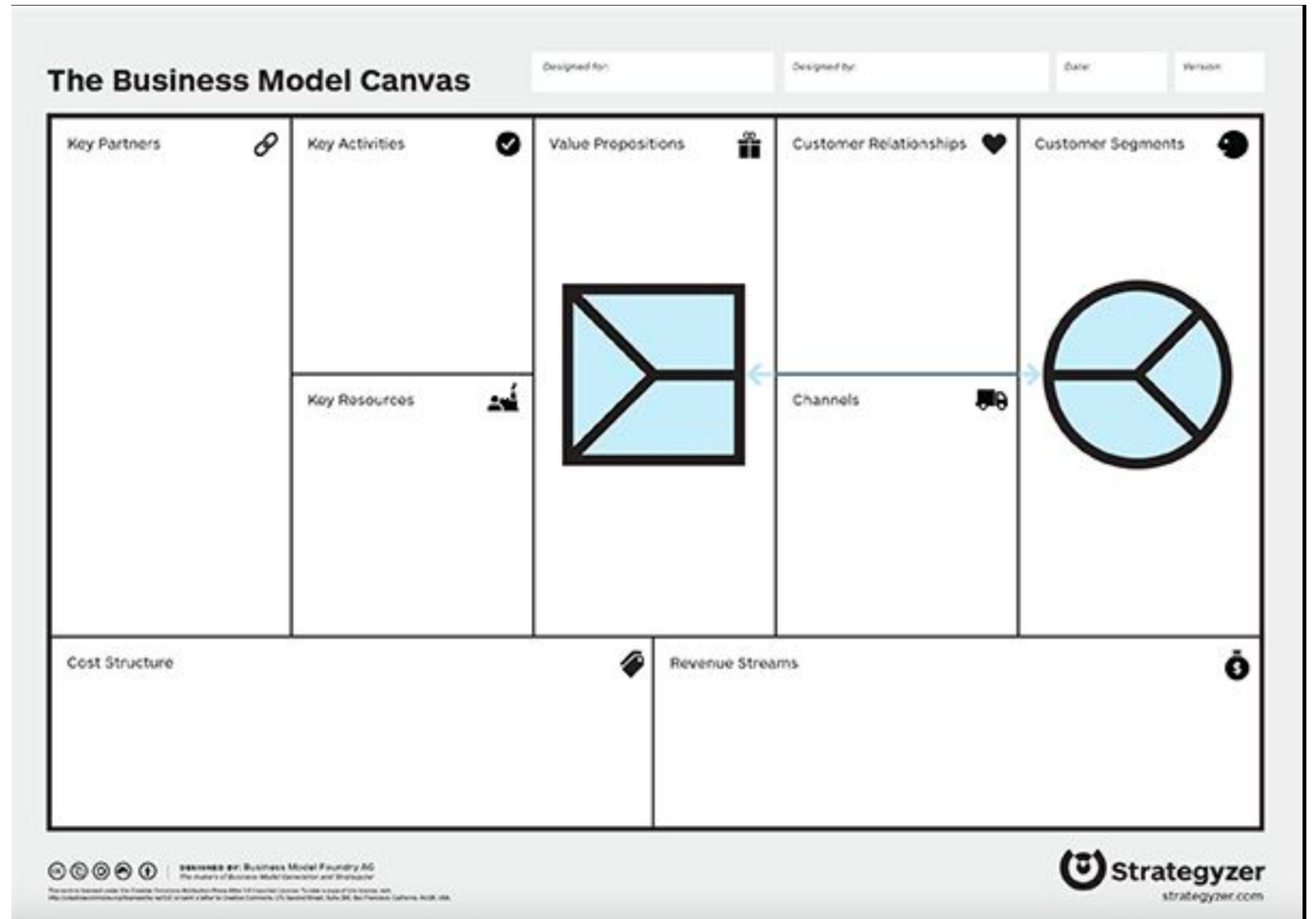


Nine Components of the Business Model Canvas

1. Customer Segments
2. Value Proposition
3. Channels
4. Customer Relationships
6. Key Resources
7. Key Activities
8. Key Partnerships
9. Cost Structure
10. Revenue Streams



Value Proposition Canvas



Who is it for?



Why will they buy it?



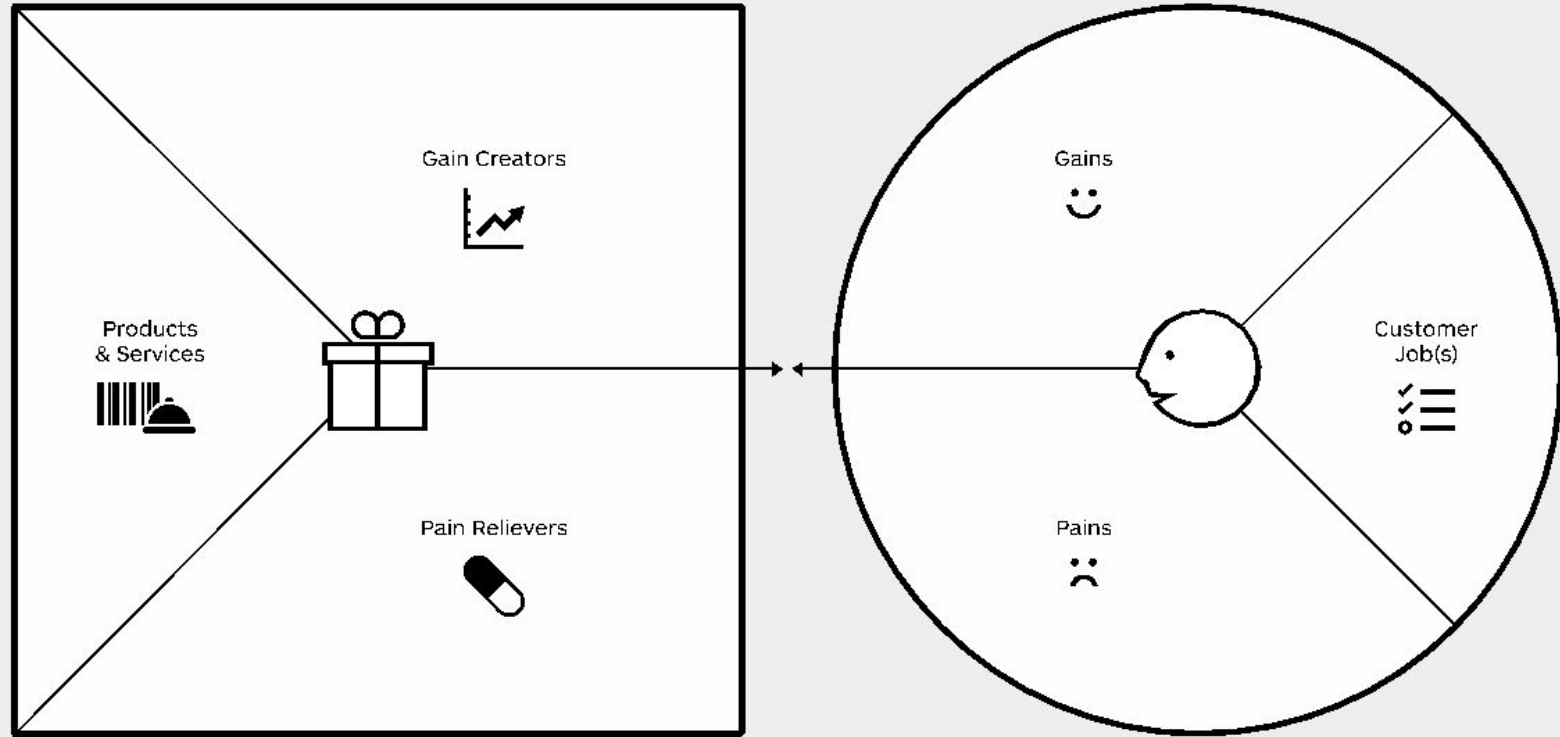
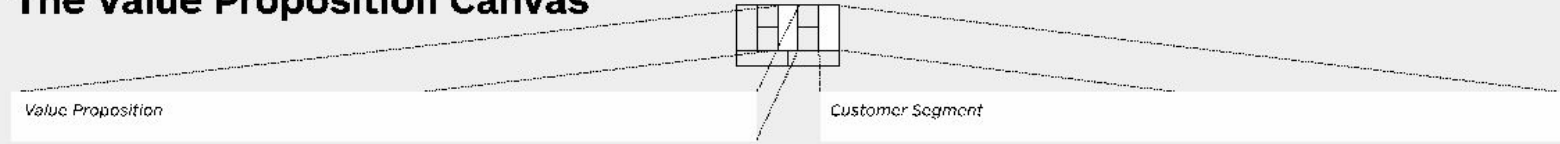
Why will they buy it *from you?*

What do you offer your customer to create gains?

What products/services do you offer your customer to help them get jobs done?

What do you offer your customer to help them relieve pain?

The Value Proposition Canvas



COPYRIGHT: Strategyzer AG.
The makers of Business Model Generation and Strategyzer

Strategyzer
strategyzer.com

Exercise



1. Rank Jobs, Pains, Gains



2. List Products/Services



3. Brainstorm the pain relief and gain creation your products/service provide.



Value Propositions

- **The bundle of products and/or services that caters to the requirements of a specific Customer Segment**
- **Solve a problem or satisfies a need**
- **The reason customers turn to one organization over another**

A Bank, is a bank, is a bank



"BOY, FOR A TRUST COMPANY,
YOU'RE NOT VERY TRUSTING!"

- If true how then why are some so much more successful than others?
- Why did you choose your bank?

Accessibility to Capital

Technology

Convenience

Industry Experience

Relationship & Reliability

Delivery Channel & Ancillary Services

Customer Service



Other Examples

Value Proposition	Company
• Happiness	Rolex
• Performance	Walmart
• Customization	iTunes
• Design	Coca-cola
• Brand/status	Intel
• Price	NetJets
• Fast delivery	Target
• Accessibility	Amazon
• Convenience/usability	Nike

Other Examples

Value Proposition	Company
• Happiness	Rolex
• Performance	Walmart
• Customization	iTunes
• Design	Coca-cola
• Brand/status	Intel
• Price	NetJets
• Fast delivery	Target
• Accessibility	Amazon
• Convenience/usability	Nike

```
graph LR; A[Happiness] --- B[Rolex]; C[Performance] --- D[Walmart]; E[Customization] --- F[iTunes]; G[Design] --- H[Coca-cola]; I[Brand/status] --- J[Intel]; K[Price] --- L[NetJets]; M[Fast delivery] --- N[Target]; O[Accessibility] --- P[Amazon]; Q[Convenience/usability] --- R[Nike];
```

Exercise



What are the Brown's value propositions?



Brainstorm before trying to complete the worksheet



Consolidate your ideas to complete the worksheet