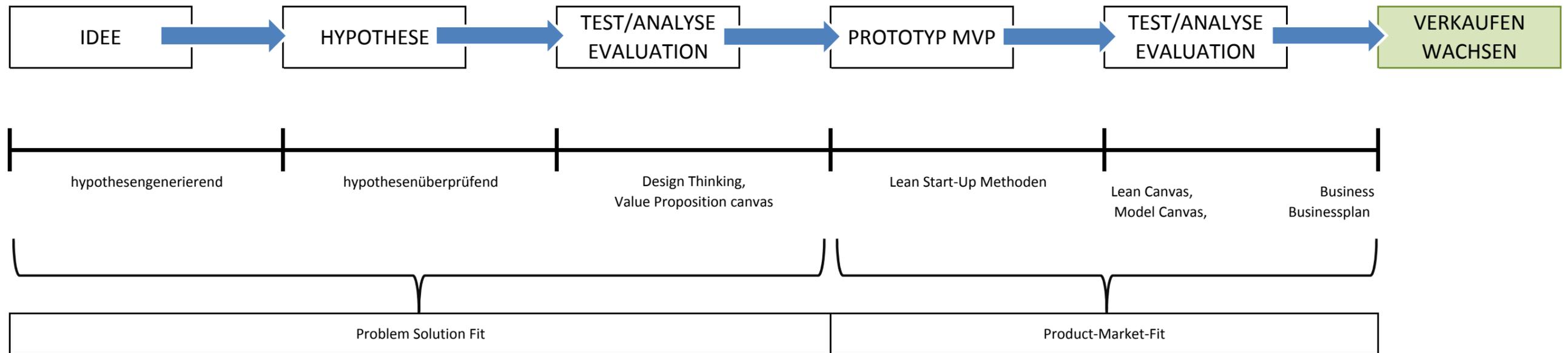
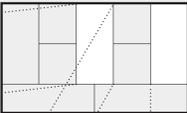


How to Start-up

Don't Speculate. Don't Assume. Know your Facts!



The Value Proposition Canvas



Value Proposition

Customer Segment

Products & Services

List all the products and services your value proposition is built around.

Which products and services do you offer that help your customer get either a functional, social, or emotional job done, or help him/her satisfy basic needs?

Which ancillary products and services help your customer perform the roles of:

- Buyer** (e.g. products and services that help customers compare of-fers, decide, buy, take delivery of a product or service, ...)
- Co-creator** (e.g. products and services that help customers co-design solutions, otherwise contribute value to the solution, ...)
- Transferrer** (e.g. products and services that help customers dispose of a product, transfer it to others, or resell, ...)

Products and services may either be tangible (e.g. manufactured goods, face-to-face customer service), digital/virtual (e.g. downloads, online recommendations), intangible (e.g. copyrights, quality assurance), or financial (e.g. investment funds, financing services).

Rank all products and services according to their importance to your customer.

Are they crucial or trivial to your customer?

Gain Creators

Describe how your products and services create customer gains.

How do they create benefits your customer expects, desires or would be surprised by, including functional utility, social gains, positive emotions, and cost savings?

Do they...

- Create savings that make your customer happy?** (e.g. in terms of time, money and effort, ...)
- Produce outcomes your customer expects or that go beyond their expectations?** (e.g. better quality level, more of something, less of something, ...)

Pain Relievers

Describe how your products and services alleviate customer pains. How do they eliminate or reduce negative emotions, undesired costs and situations, and risks your customer experiences or could experience before, during, and after getting the job done?

Do they...

- Produce savings?** (e.g. in terms of time, money, or efforts, ...)
- Make your customers feel better?** (e.g. kills frustrations, annoyances, things that give them a headache, ...)
- Fix under-performing solutions?** (e.g. new features, better performance, better quality, ...)
- Put an end to difficulties and challenges your customers encounter?** (e.g. make things easier, helping them get done, eliminate resistance, ...)
- Wipe out negative social consequences your customers encounter or fear?** (e.g. loss of face, power, trust, or status, ...)
- Eliminate risks your customers fear?** (e.g. financial, social, technical risks, or what could go awfully wrong, ...)

Gains

Describe the benefits your customer expects, desires or would be surprised by. This includes functional utility, social gains, positive emotions, and cost savings.

Which savings would make your customer happy? (e.g. in terms of time, money and effort, ...)

What outcomes does your customer expect and what would go beyond his/her expectations? (e.g. quality level, more of something, less of something, ...)

How do current solutions delight your customer? (e.g. specific features, performance, quality, ...)

Customer Job(s)

Describe what a specific customer segment is trying to get done. It could be the tasks they are trying to perform and complete, the problems they are trying to solve, or the needs they are trying to satisfy.

What functional jobs are you helping your customer get done? (e.g. perform or complete a specific task, solve a specific problem, ...)

What social jobs are you helping your customer get done? (e.g. trying to look good, gain power or status, ...)

What emotional jobs are you helping your customer get done? (e.g. esthetics, feel good, security, ...)

What basic needs are you helping your customer satisfy? (e.g. communication, sex, ...)

Besides trying to get a core job done, your customer performs ancillary jobs in different roles. Describe the jobs your customer is trying to get done as:

- Buyer** (e.g. trying to look good, gain power or status, ...)
- Co-creator** (e.g. esthetics, feel good, security, ...)
- Transferrer** (e.g. products and services that help customers dispose of a product, transfer it to others, or resell, ...)

Rank each job according to its significance to your customer. Is it crucial or is it trivial? For each job indicate how often it occurs.

Outline in which specific context a job is done, because that may impose constraints or limitations. (e.g. while driving, outside, ...)

Pains

Describe negative emotions, undesired costs and situations, and risks that your customer experiences or could experience before, during, and after getting the job done.

What does your customer find too costly? (e.g. takes a lot of time, costs too much money, requires substantial efforts, ...)

What makes your customer feel bad? (e.g. frustrations, annoyances, things that give them a headache, ...)

How are current solutions under-performing for your customer? (e.g. lack of features, performance, malfunctioning, ...)

What are the main difficulties and challenges your customer encounters? (e.g. understanding how things work, difficulties getting things done, resistance, ...)

What negative social consequences does your customer encounter or fear? (e.g. loss of face, power, trust, or status, ...)

What risks does your customer fear? (e.g. financial, social, technical risks, or what could go awfully wrong, ...)

What's keeping your customer awake at night? (e.g. big issues, concerns, worries, ...)

What common mistakes does your customer make? (e.g. usage mistakes, ...)

What barriers are keeping your customer from adopting solutions? (e.g. upfront investment costs, learning curve, resistance to change, ...)

Rank each pain according to the intensity it represents for your customer.

Is it very intense or is it very light?

For each pain indicate how often it occurs.

LEAN CANVAS DEUTSCH

1	4	3	9	2
	8		5	
7			6	

Projekt

Autor

Datum

Iteration #

Problem beschreibe die 1-3 größten Probleme deiner Kunden	Lösung beschreibe eine Lösung für jedes Problem	Alleinstellungsmerkmal Eine einfache, klare Botschaft die erklärt warum deine Lösung anders und beachtenswert ist	Unfairer Vorteil Etwas das es anderen schwer macht, die Lösung zu kopieren,	Kundensegmente Liste deine Ziel- und Nutzergruppen auf
	Kennzahlen Welche messbaren Zahlen zeigen ob die Lösung funktioniert		Kanäle Wie erreichst du deine Kunden	
Bestehende Alternativen Wie werden diese Probleme bisher gelöst?		Kurzkonzept Die X für Y Analogie Youtube = Flickr für Videos		Early Adopter beschreibe die Eigenschaften deines idealen Kunden
Kosten Liste deine festen und variablen Kosten auf.			Einnahmen Liste deine Einnahmequellen auf	

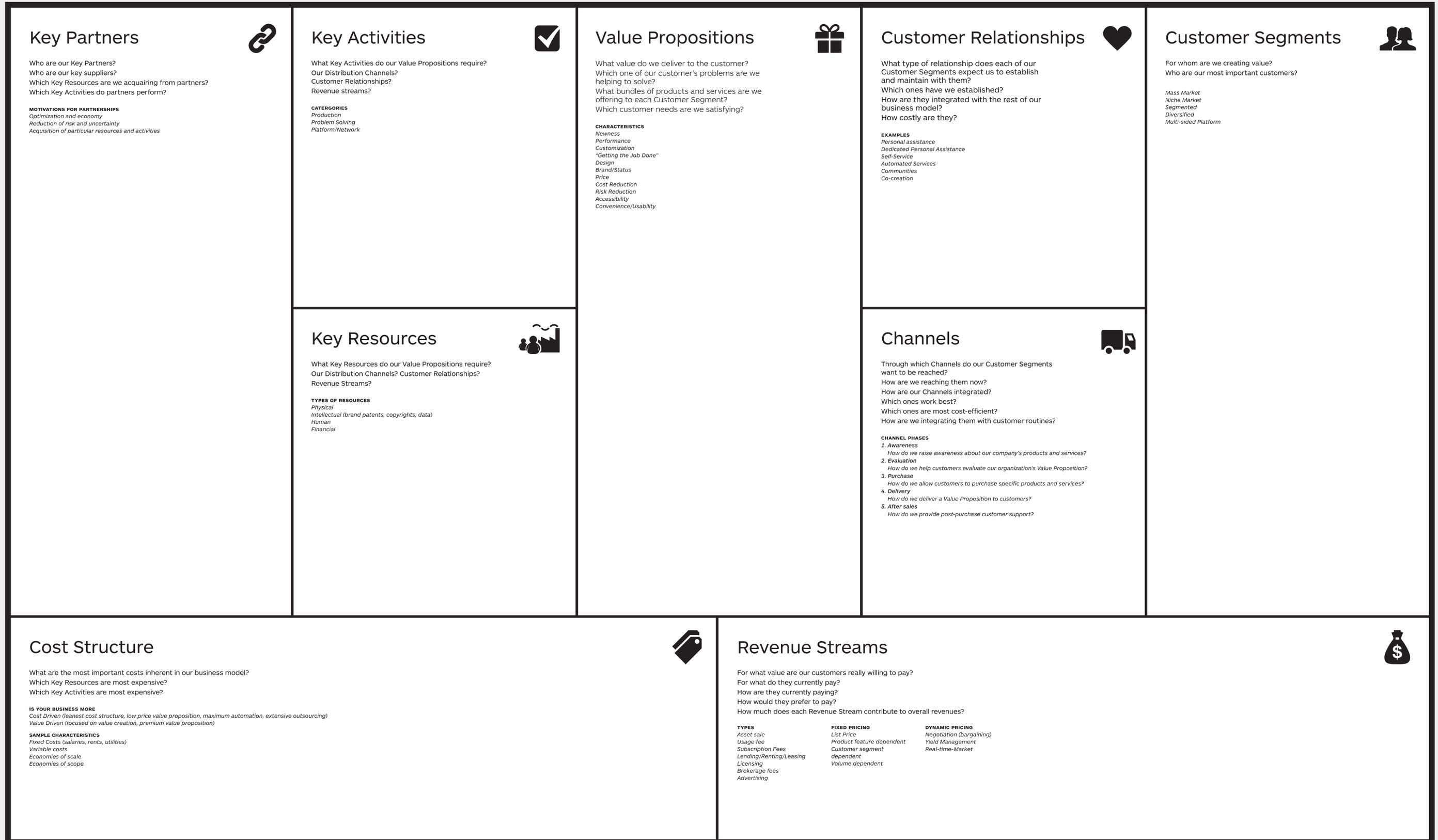
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

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