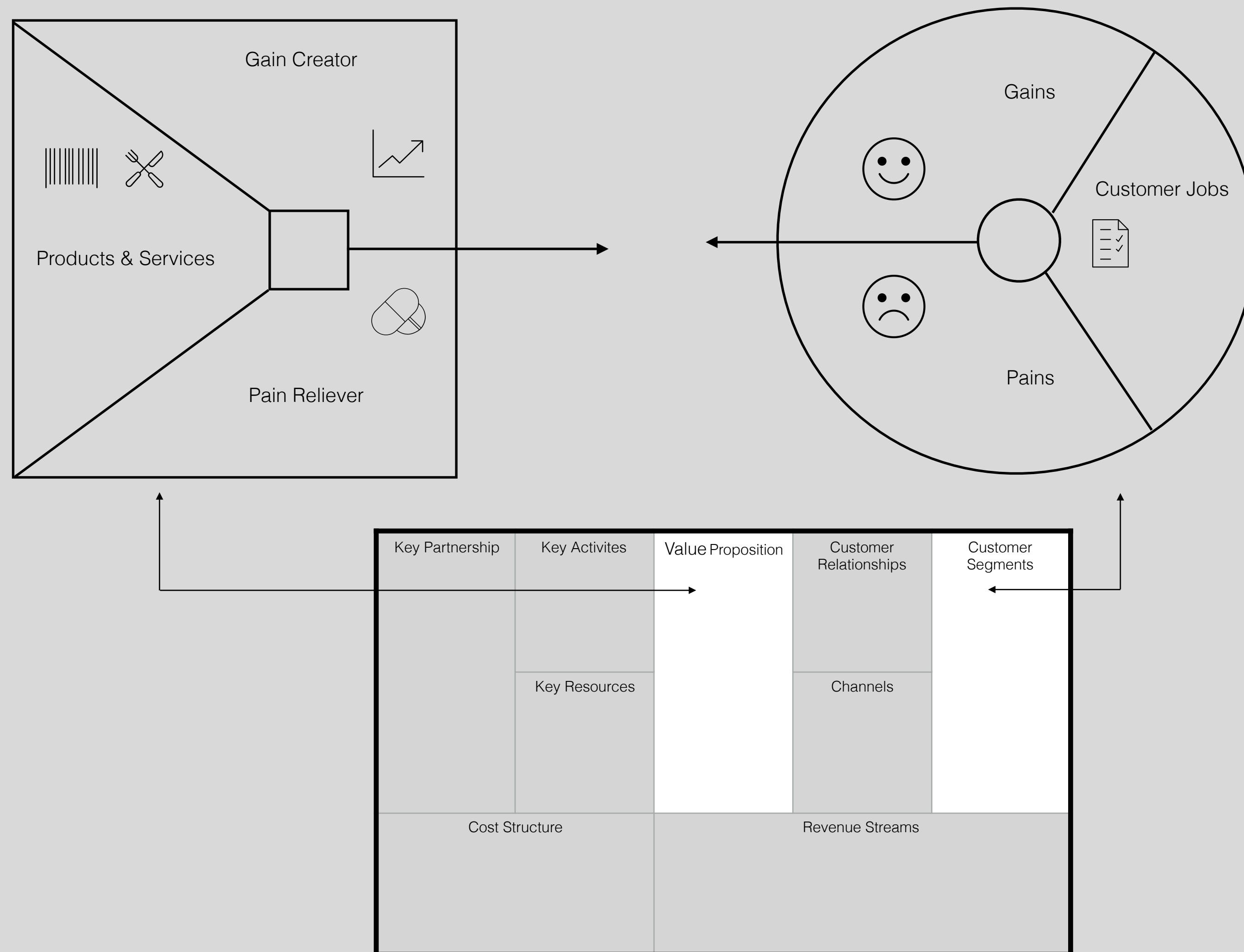# Value Proposition Canvas

The Value Proposition Canvas is a great tool for understanding how customers make decisions, and therefore helps us create offers that they will find appealing.

Heres an example of a wine brand:

Customer jobs: whats on our customers mind? What problems do they need solved? These can be social, emotional or functional.
(Serve dinner guests with something of quality, show they know about wine)

Pains and Gains: the positive and negative states our customers want to avoid and attain.
How do products make our consumers feel?
What problems do they solve?
(Gains: simple to explain, novelty product, high quality)
(Pains: low budget)

Gain creator: why are they valuable to our consumers?
(mix of flavours, distinguish itself as a innovative person)

Products and services: what are we selling? A description of our products or services.
(red wine assembly, different flavors)

Pain reliever: do they remove a current frustration?
(Pain reliever: quality wine but at an affordable price)

Gain Creator

Products & Services

Pain Reliever

Gains

Customer Jobs

Pains

Key Partnership

Key Activites

Value Proposition

Customer Relationships

Customer Segments

Key Resources

Channels

Cost Structure

Revenue Streams