**Value Proposition Canvas**

The value proposition is the fit between the Profile and the Service Value Map. Value Propositions articulate what the target market really cares about for each product and service.

**Profile**

What can the ACH do to create the GAINS?

What can the ACH do to relieve the PAINS?

What is a service that will reduce **pains** and increase **gains**?

**Product**

**& Service**

**Gain Creators**

**Pain Relievers**



What will keep us from getting there? What are the challenges?

**Pains**

What do we want to achieve? What benefits are we seeking?

**Gainss**

**Jobs**

What work are we trying to get done? What problems are we trying to solve?

**fit**

Value Proposition

**Service Value Map**

Value Proposition

**Value Proposition Canvas**

**Pains**

**Gains**

**Jobs**

**Service**

**Gain Creators**

**Pain Relievers**



**fit**

Value Proposition

**Product & Service Value Map**

**Profile**