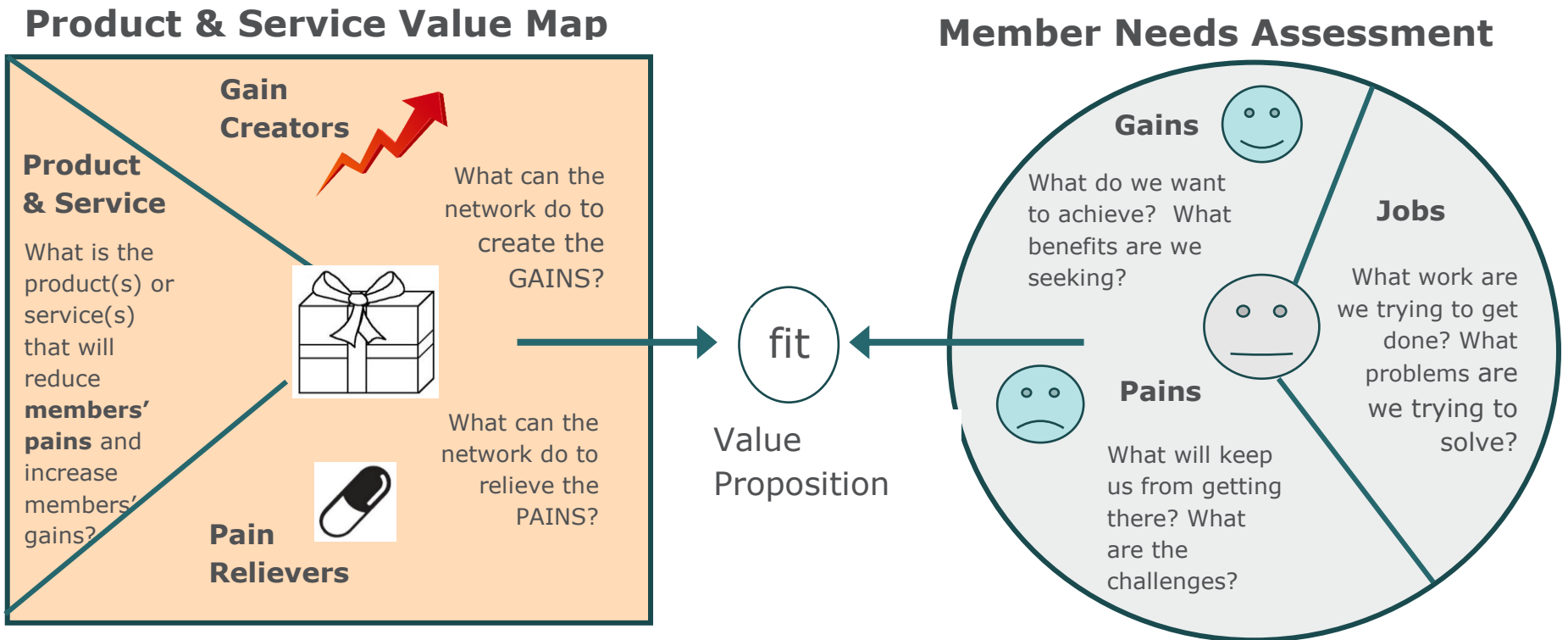


Value Proposition Canvas

The value proposition is the fit between the Member's Needs Assessment and the Product and Service Value Map. Value Propositions articulate what the members really care about for each product and service.



Value Proposition Canvas

