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.

Product & Service Value Map

- Product & Service
  - What is the product(s) or service(s) that will reduce members’ pains and increase members’ gains?
  - What can the network do to create the GAINS?

- Gain Creators
- Pain Relievers

Member Needs Assessment

- Gains
  - What do we want to achieve? What benefits are we seeking?
- Jobs
  - What work are we trying to get done? What problems are we trying to solve?
- Pains
  - What will keep us from getting there? What are the challenges?

fit

Value Proposition

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Value Proposition Canvas

Product & Service Value

Gain Creators

Product & Service

Pain Relievers

Customer

Gain

Jobs

Pains

Value Proposition

fit

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