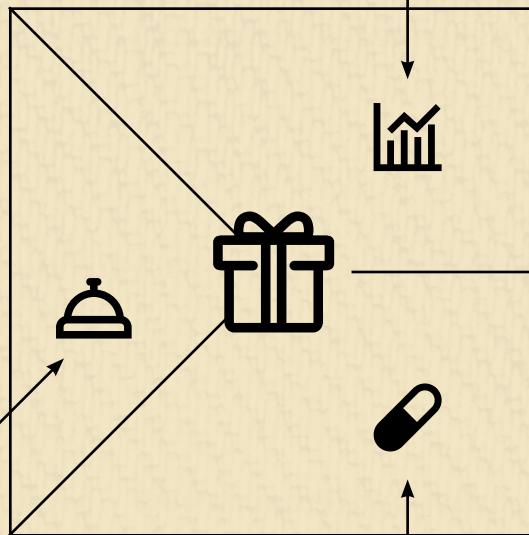


Value Map

VALUE MAP

The Value (Proposition) Map describes the features of a specific Value Proposition in your business model in a more structured and detailed way. It breaks your value proposition down into products and services, pain relievers and gain creators.

A list of all the **Products and Services** a value proposition is built around.



Gain Creators describe how your products and services create customer gains.

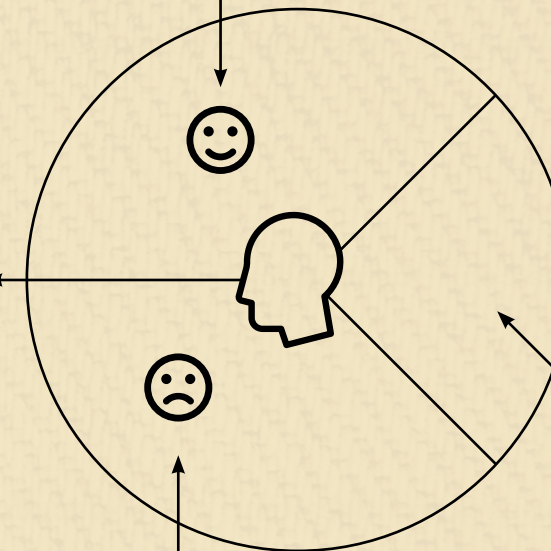
Pain Relievers describe how your products and services alleviate customer pains.

Gains describe the outcomes customers want to achieve or the concrete benefits they are seeking.

Pains describe bad outcomes, risks and obstacles related to customer jobs.

CLIENT PROFILE

The Customer (Segment) Profile describes a specific Customer Segment in your business model in a more structured and detailed way. It breaks the customer down into that customer's jobs, pains and gains.



Customer Jobs describe what customers are trying to get done in their work and in their lives expressed in their own words.

FIT

You achieve **FIT** when your value map meets your customer profile – when your products and services produce pain relievers and gain creators that match one or more jobs, pains, and gains that are important to your customer.