

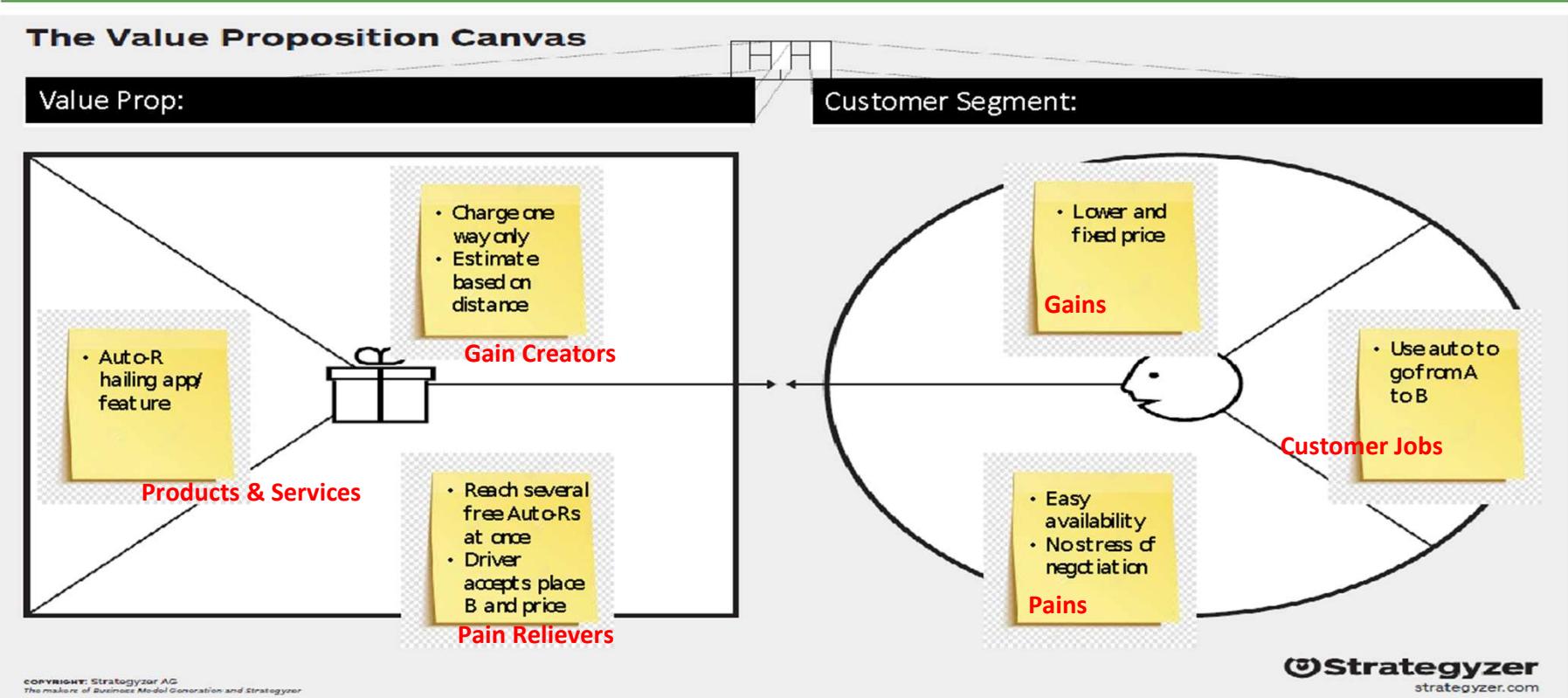
Exercise: Value proposition

Name:

3. Customer offering/ product	7. Gain creators (Features)	8. Gains	1. Customer segment
4. Alternatives/ competing products	6. Pain reliever (Features)	5. Pains	2. Desired customer outcomes

Example Slide

AN EXAMPLE OF VALUE PROPOSITION MAP: AUTO-RICKSHAW HAILING APP



Courtesy: Sundara Nagarajan, IndusAge