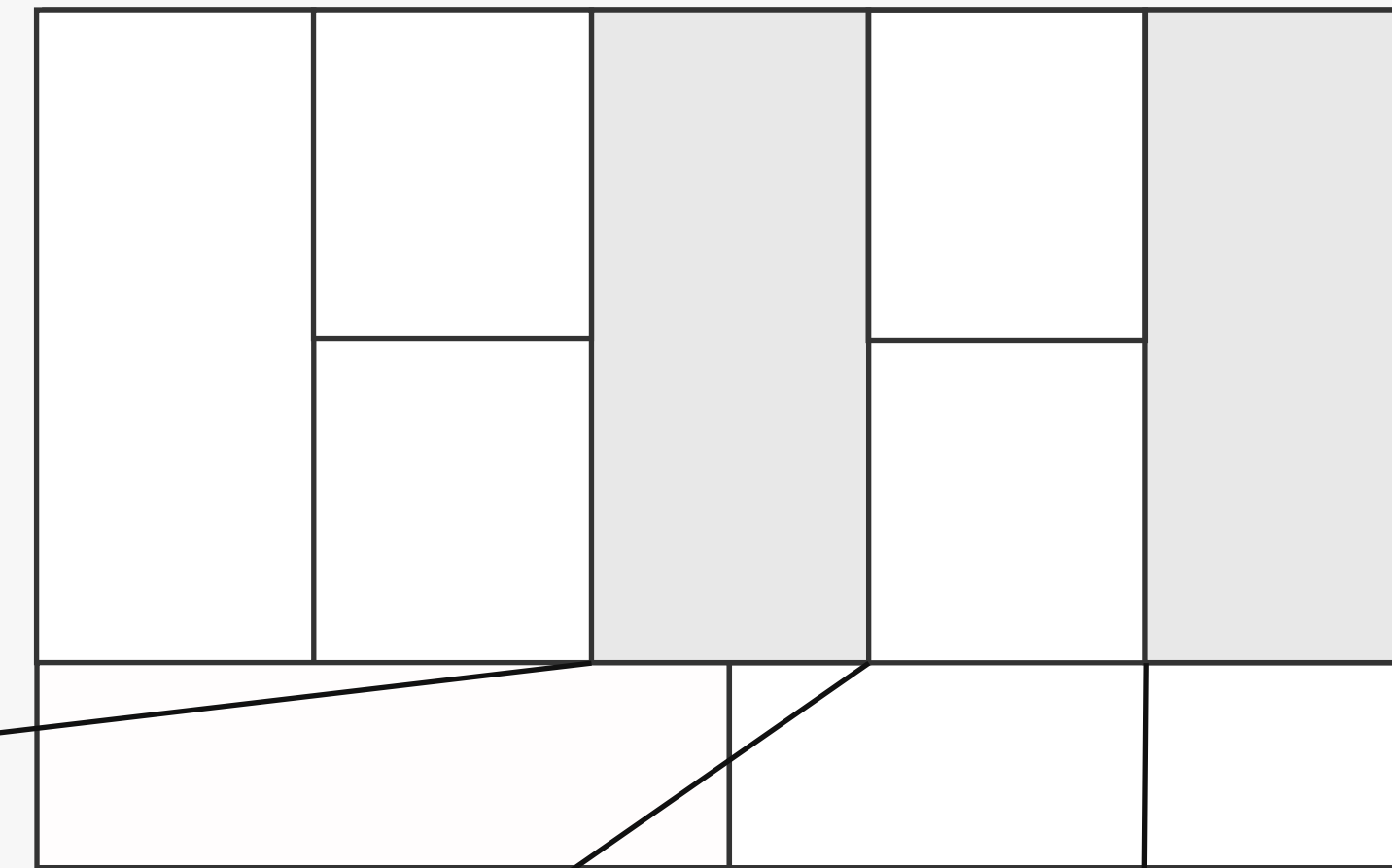


THE VALUE PROPOSITION CANVAS

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BUSINESS MODEL CANVAS



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 of the jobs, pains, and gains that are important to your customer.

