Value Proposition Canvas

Product

Benefits

Experience

Features

Customer

Wants

Fears

Needs

Company:

Product:

Ideal customer:

Substitutes

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Value Proposition Canvas

Product

Benefits

Why?

How?

Features

Start here

Experience

What?

Customer

Emotional

Wants

Fears

Hidden

Needs

Rational

Company:

Product:

Ideal customer:

Substitutes

Inertia

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Value Proposition Canvas

Product

Benefits

What your product do?

What does it feel like to use your product?

Experience

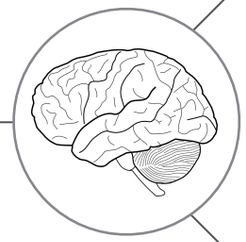
Features

How does your product work?

Customer

What are the emotional drivers of purchasing?

Wants



Fears

Risks of switching to your product?

What are the hidden needs?

Needs

What are the rational drivers of purchasing?

Company:

Product:

Ideal customer:

Substitutes

What do people currently do instead?

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Value Proposition Canvas

Product

Benefits

- Grow bigger
- Productive environment
- Learn faster

Experience

- Porous Accelerator
- DIY Incubator
- Serious Business
- Harvard of Accelerators

Features

- Quiet space
- Customised Investment
- Collegial community

Customer

Wants

- Prestige
- Grow the team
- Social environment

Fears

- Fixed costs
- Scalability

Needs

- Productivity
- Funding
- Advice

Company: Innovation Warehouse

Product: Startup Accelerator

Ideal customer: High Growth Startups

Substitutes

- Coffee shops
- Rented offices

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Value Proposition Canvas

Product

Benefits

Simple

Easy syncing

Fast to use

Experience

Everything everywhere

Never forget

Features

Sync across devices

Include images

Rich meta data

Experience

External brain

Remember everything

Customer

Wants

Fast to enter things

Share notes with people

Single system

Fears

Loosing things

Locked into a system

Needs

Remember things

Write things down

Save information

Company:	Evernote
Product:	Online notes
Ideal customer:	Mobile professionals

Substitutes

Email to yourself

Text documents

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