

Venture name:

Date:

Segment:

Persona:

Our products & related features

Benefits our solution creates

Value Profile

Problem our solution will resolve

Benefits

Customer Profile

Jobs to be done

Problems

**Value proposition description:**

For [target customers] who are [in this state of mind / dissatisfied], our product is a [categorise product generically] that provides [primary benefit / key problem-solving capability]. Unlike [competitive products], our product [primary differentiation]

