BMI Value Proposition Canvas

Persona:

Gain Creators

What can you offer your customer to help them achieve their gains? How do you outperform their current solution?

Products & Services

What are the products & Services you can offer your customer so they can get their job done?

Pain relievers

How can you help your customer to relieve their pains? How do you fix current underperforming solutions?

Gains

What would make your customer happy and make their job-to-be-done easier?

Job-to-be-done

What is the job your customer wants to get done in their work or life?

Pains

What is annoying or troubling your customer? What is preventing them from getting the job done?