Value Proposition Canvas
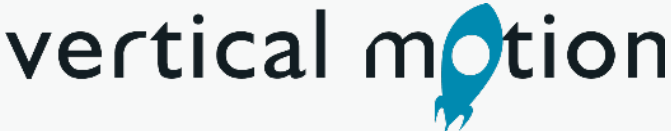
PRODUCT

Benefits

Experiences

Features

CUSTOMER

Wants

Fears

Needs
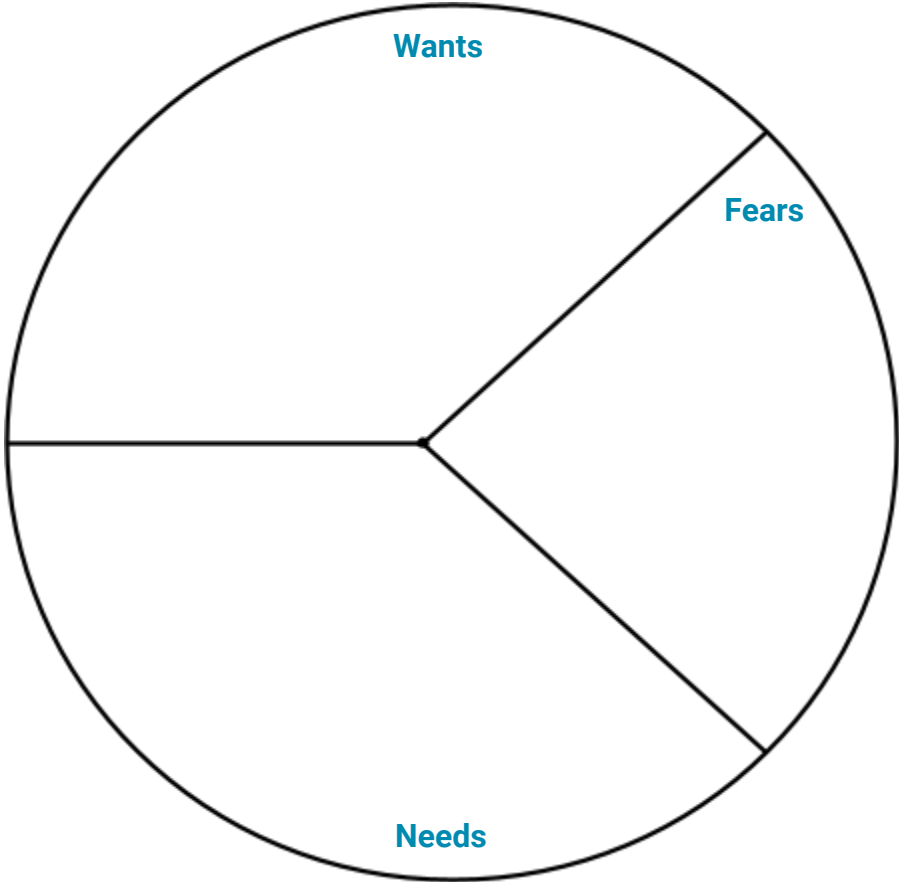
Product   **Ideal Customer**

Substitutes

Designed For

Designed By

Date

Version