

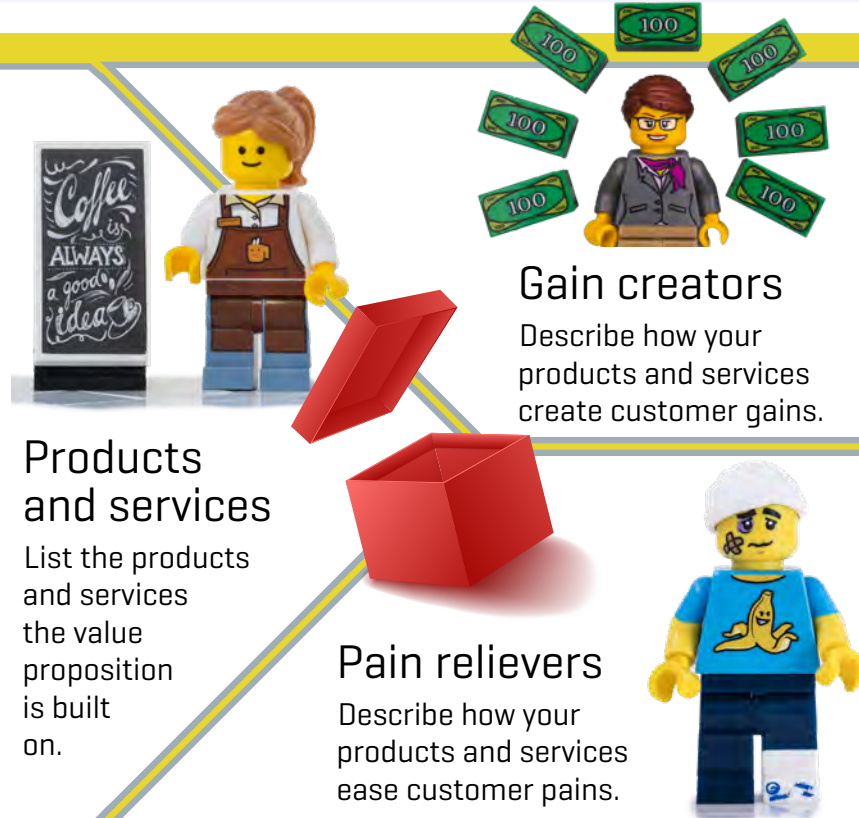
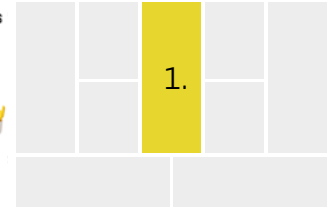


Tool: The Value Proposition Canvas

Offering to the customer

Outcome: You understand the importance of value – it helps businesses to reach competitive advantage.

BUSINESS
MODEL
CANVAS





Tool: The Value Proposition Canvas

Customer action

BUSINESS
MODEL
CANVAS

