

VALUECREATOR

THIS IS HOW YOU HELP THE CUSTOMER TO FULFILL THEIR WISHES

Describe how your services/products fulfill the target group's wishes

SOLUTION

List all products and services that your value proposition is based on..

THIS IS HOW YOU HELP THE CUSTOMER TO REDUCE/REMOVE THEIR PROBLEMS/OBSTACLES

Describe how your services/products reduces or removes the target audience worst problems or obstacles

TARGET GROUPS WISHLIST

What is written on the target groups wishlist?

TARGET GROUPS TO-DO-LIST

What are the most important activities for the target group do to fulfill their most important wishes?

TARGET GROUPS PORBLEMS/OBSTACLES

What are the target groups the worst obstacles or biggest problems that stand in the way of their wishes coming true?
Top 3..