

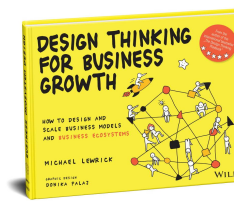
Project:
Team:
Version & Date:

CORE VALUE PROPOSITION CANVAS


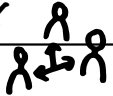





Quick guide: The *Core Value Proposition Canvas* helps to structure the respective manifestations of the value proposition. The Core Value Proposition Statement is used to discuss it with other actors in the system or to share the Value Proposition with partners before co-creation activities.

More tips & tricks for this template on book page: 249



Lewrick, M.
Design Thinking for Business Growth
978-1-1198-1515-0
www.business-ecosystem-design.com

1 Customer/User 		3 Orchestrator/Initiator 		2 Actor/Role 	
Needs		Needs		Needs	
Activities		Activities		Activities	
Benefits		Approach (Solution) 		Benefits	
Competition (existing alternatives)		Uniqueness	Value Strams	Competition (existing alternatives)	
Value Proposition		Core Value Proposition 		Value Proposition	