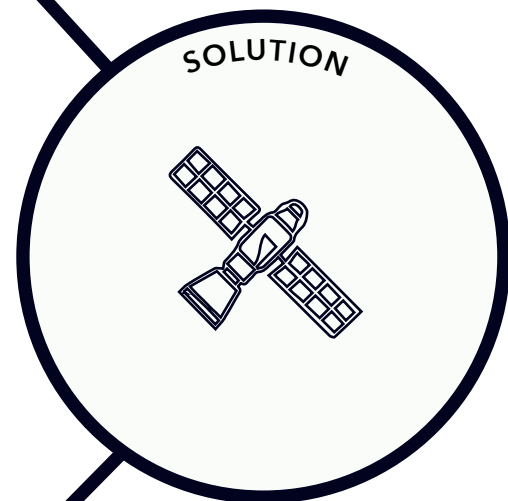


Gain Creators

How might our products and services contribute to customer gains?
What results and advantages can our customers anticipate, aspire to, or find pleasantly unexpected?

Products & Services

What is our product or service offering to get the job of our customer done and create gains as well as relieve pains?



Pain Relievers

How can we effectively address the specific concerns or challenges our customers may face when using our products and services?
What strategies do we have in place to minimize or resolve any issues that might inconvenience our customers before, during, or after their job completion?

IMPACT VALUE PROPOSITION

What impact and value do we deliver to our customers by using or buying our product or service?

COSMICGOLD

Gains

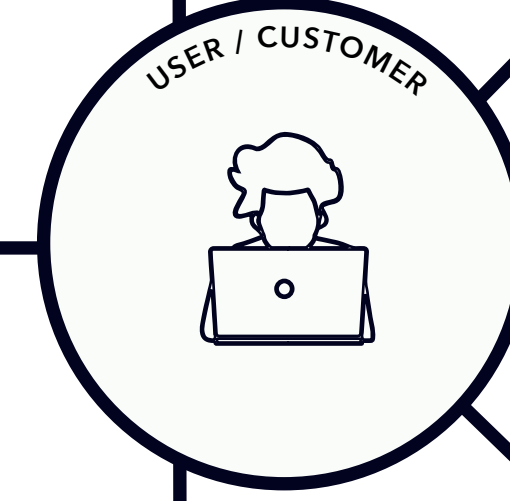
What are the current outcomes and benefits that our customers experience when they successfully complete their tasks?
What gains, whether anticipated or unexpected, do our customers seek and find valuable, including functional utility, social advantages, positive emotions, or cost savings?

Pains

What factors tend to frustrate our customers before, during, or after attempting to accomplish a job, or hinder their ability to complete it successfully?
Additionally, what are the potential risks and unfavorable outcomes associated with subpar or uncompleted tasks?

Key Value Drivers

What motifs do our customers have to get their jobs done?
What are drivers to not get their jobs done?



Customer Jobs

What are the things and tasks that our customers need to do every day to get their jobs done?

Existing Solutions

What solutions (technical, process-wise etc.) do our customers already have to get their jobs done?

This canvas is based on the original Business Model Canvas developed by Strategyzer AG.
You can find the original version of the canvas at: <https://www.strategyzer.com/>



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