

Economic value canvas

Created for:

Designed by:

Date

Version

Customer jobs

What is the problem we solve?
Which customer needs will be satisfied by our offer (solution, product, service): basic, functional, social and/or emotional needs?



Customer segments

For whom are we creating value?
Who are our most important customers?



Competition

Which is the best alternative to our offering from the perspective of our target customers?
Which solutions (products or services) can replace our offerings?



Value proposition elements



Basic features of your offering (speed, size, colour...)
Additional services (financing, delivery, montage, education...)
Services during usage (maintenance, support, service...)

Functional benefits

Describe which benefits and gains are created as a result of your value proposition elements.



Positive economic impact

How our functional benefits create additional financial gain (by itself and compared to competition)?



Diferentiating value

Quantified positive and negative economic impact



Negative economic impact

How our functional benefits create additional costs and pains (by itself and compared to competition)?



Highlite unique elements of your value proposition compared with competitors!