Value Proposition Canavas

Value Proposition Canavas (VPC) is an extension of Business Model Canavas (BMC), which focuses exclusively on two segments of the BMC, on Value Proposition and Customer Segment.

In attached documents you will find instructions to VPC, VPC itself and also BMC to refresh and see from where VPC came.

Source: https://www.strategyzer.com/

1.   Examine the VPC and prepare for your colleagues summary for maximum of 10 minutes. Use provided source, you can enrich it by what you find on internet. Try to involve all members of the team.

2.   Focus mainly on:

- What are specific features of the tool usable for your practice?

- When and how you will use it?

- An example of use

- Other specific and useful information