

Map the fit between what you offer and what your customer needs.

Background

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The Value Proposition Canvas zooms into the two sides that matter most for product-market fit: your value proposition and your customer profile. Fit occurs when your map aligns tightly with theirs. Lack of fit is the number one reason ventures fail.

How to Run This

- 1 Start right: map the customer profile first — jobs, pains, gains.
- 2 Be specific: "reduce anxiety about X" is better than "convenience".
- 3 Fill the value map in response to what you found on the right.
- 4 Draw fit lines connecting each pain reliever to a pain, each gain creator to a gain.
- 5 Count uncovered pains/gains — those are your product opportunity gaps.

Facilitator Tips

Common mistake

Starting with the value map (your product) and working right.
Always start with the customer profile.

What good looks like

Every pain reliever maps explicitly to a named customer pain.
Uncovered pains are your roadmap priorities.

When to move on

When you have problem-solution fit — your pain relievers cover the extreme pains.

About Wade Institute

Wade Institute of Entrepreneurship is Australia's leading centre for entrepreneurial education, based at the University of Melbourne. The Studio is Wade's free, AI-powered innovation workshop platform — making 24 structured frameworks available to anyone, each one facilitated by Pete, an AI coach trained in Wade's methodology.

Try this interactively in The Studio

Pete will help you map your customer profile and build a value proposition that fits. You'll leave with a filled VPC and a session report.

studio.wadeinstitute.org.au →

VALUE MAP – WHAT YOU CREATE

GAIN CREATORS

How do you create the outcomes and benefits customers want?

PRODUCTS & SERVICES

What do you offer? List your key features and deliverables.

PAIN RELIEVERS

How do you reduce or eliminate customer pains?

FIT ASSESSMENT

Where do your pain relievers match pains? Where do gain creators match gains?

CUSTOMER PROFILE – WHAT THEY NEED

GAINS

What do they want to achieve? Required, expected, desired, and unexpected gains.

CUSTOMER JOBS

What are they trying to get done? Functional, emotional, social jobs.

PAINS

What frustrates them? Obstacles, risks, undesired outcomes.

GAPS IDENTIFIED

Where is the mismatch? What is missing from your offer?

