

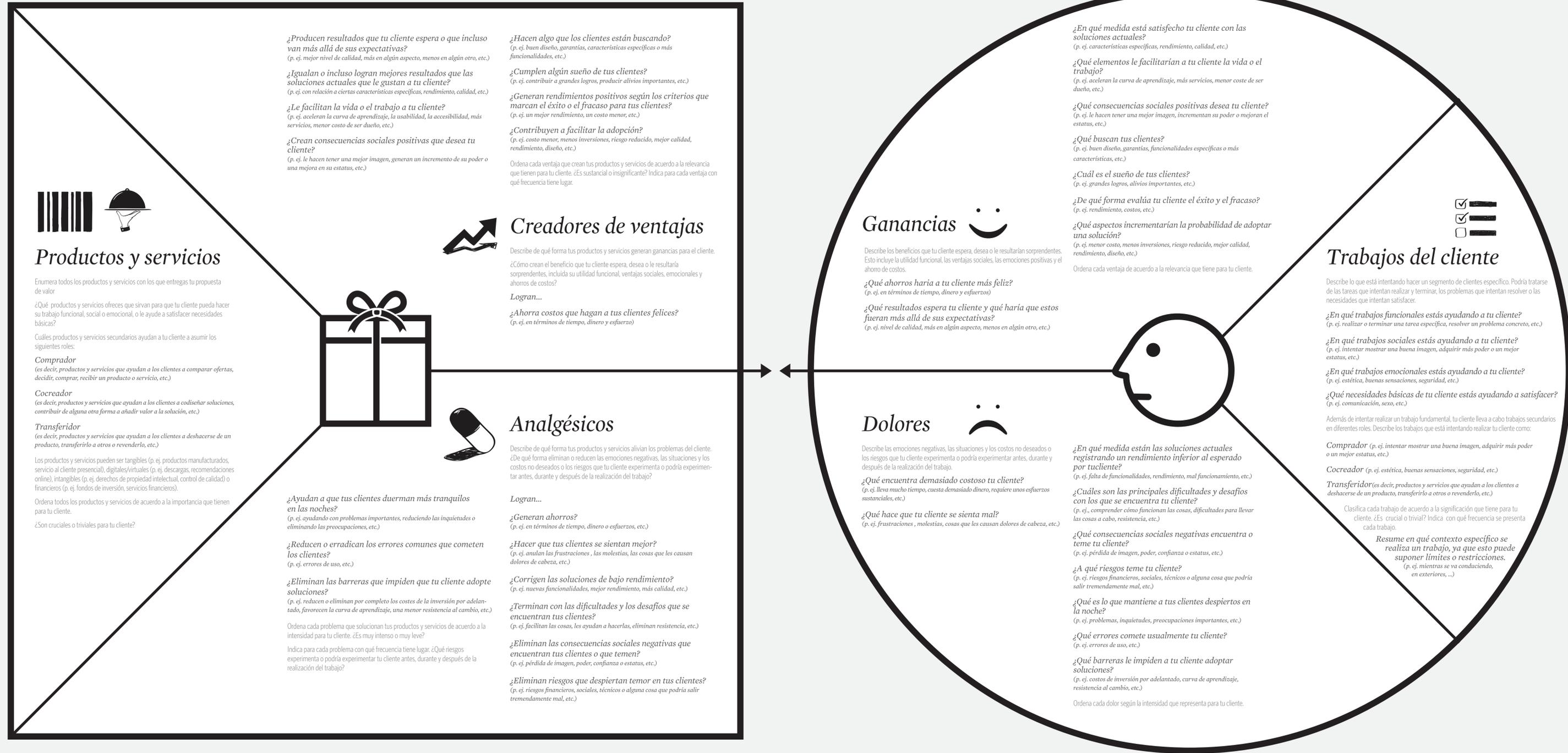
# The Value Proposition Canvas

Designed for:

Designed by:

On:  Day  Month  Year

Iteration:  No.



**Value Proposition**  
Create one for each Customer Segment in your Business Model

**Customer Segment**

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Use in Conjunction with the Business Model Canvas