



VALUE PROPOSITION ASSESSMENT

1. Describe your customer

**If you are working on a new idea, sketch out the customer segment you intend to create value for.*

notes

2. Which customer segment would you want to profile?

notes

3. What tasks are your customers trying to complete?

notes

4. Why does your customer want to perform this task?

notes



5.

What barriers and limitations does your customers have?

notes

6.

What gains do your customers have from existing solutions?

notes

7.

What gains do your customers have from substitutes?

notes

8.

What barriers and limitations does your substitutes have?

notes



9. What is the economic logic of your value proposition?

notes

10. Are the logic and assumptions clearly laid out? How?

notes

11. How often are the logic and assumption tested? Why?

notes

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