

# YOUR UNIQUE VALUE PROPOSITION

SOLUTION NAME :

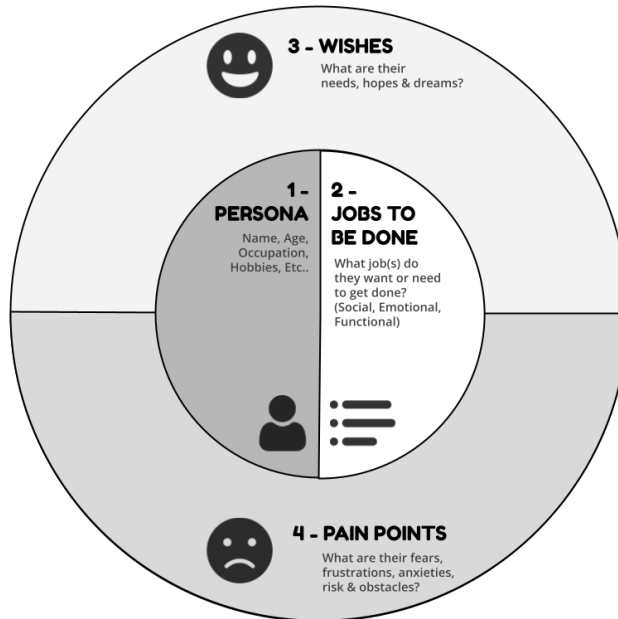
USE CASE :



## ALTERNATIVE SOLUTIONS

**5 -** Product & service your customer could use to get the job done.

## CUSTOMER PROFILE



## VALUE PROPOSITION



### 7 - WISHES CREATOR

How the product and service enable wishes.

### 9 - UNIQUE SELLING PROPOSITION

What differentiates you from the main alternative solution?



### 6 - PRODUCT & SERVICE

A description of your product or service and the use case



### 8 - PAIN (POINTS) KILLER

How the product and service alleviate customer pain points.



Adapted from various sources:  
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Designed by: Bambooster GmbH - March 2023

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