

	<b>Learning Objectives</b>	<b>Instructions</b>	<b>Free Content</b> <i>Click the link to open resource in a browser</i>
5 min	Recall the building blocks of the Value Proposition Canvas	<b>WATCH</b> The Value Proposition Canvas is a tool that helps you tell a story about the value your products and services create for customers.	 Video: <a href="#">Introduction to the Value Proposition Canvas</a>
30 min	Sketch out the jobs, pains and gains of the customer segment that the electric car company Tesla is targeting.	<b>TRY</b> Build your confidence by sketching out an actual example. How familiar are you with Tesla's value proposition and customer segment?  Download the Value Proposition Canvas, and the Customer Profile Trigger Questions to map out Tesla's <b>Customer Profile</b> . <i>Tip: the customer segment is upper/middle class men.</i>	 PDF: <a href="#">The Value Proposition Canvas</a>  PDF: <a href="#">Customer Jobs Trigger Questions</a>  PDF: <a href="#">Customer Pains Trigger Questions</a>  PDF: <a href="#">Customer Gains Trigger Questions</a>
10 min	Compare your Customer Profile with the version that Alex mapped out.	<b>REFLECT</b> Watch Alex Osterwalder map out the Customer Profile that the Tesla initially targeted with their Model S. How close were you with your version?	 Video: <a href="#">Tesla's Customer Profile</a>
30 min	Sketch out the products & services, pain relievers and gain creators of Tesla's Model S.	<b>TRY</b> Let's move to the left-hand side of the Value Proposition Canvas and think about Tesla's value proposition.  Download the Value Proposition Canvas, and Value Map Trigger Questions to complete Tesla's <b>Value Map</b> .	 PDF: <a href="#">The Value Proposition Canvas</a>  PDF: <a href="#">Pain Relievers Trigger Questions</a>  PDF: <a href="#">Gain Creators Trigger Questions</a>
15 min	Compare your Value Map with the version that Alex mapped out.	<b>REFLECT</b> Watch Alex Osterwalder map out a high-level view of Tesla's value proposition for the Tesla Model S.	 Video: <a href="#">Tesla's Value Map</a>
5 min	Explain how the Value Proposition Canvas nourishes customer centricity.	<b>WATCH</b> Great value propositions tell a clear story about how the Value Map connects with Customer Profile – that's customer centricity, as explained by Yves Pigneur.	 Video: <a href="#">Observe, Understand, Design</a>
45 min	Sketch out the Customer Profile of a customer segment you know well, and design a value proposition that addresses that customer segment's jobs, pains and gains.	<b>TRY</b> Apply what you have learned in your own context, and sketch out a Value Proposition Canvas.  Start with the Customer Profile. It's best to think of a customer segment you know well.  Then continue with the Value Map. What pain relievers and gain creators do you design in order to address your customer segment's jobs, pains and gains? How will your products & services create value for your customers?  <i>Tip: If this is the first time you map out a Value Proposition Canvas, start with an existing value proposition that you know well, for example from your work, or something you use on a regular basis.</i>	 PDF: <a href="#">The Value Proposition Canvas</a>  PDF: <a href="#">The Value Proposition Canvas Instruction Manual</a>