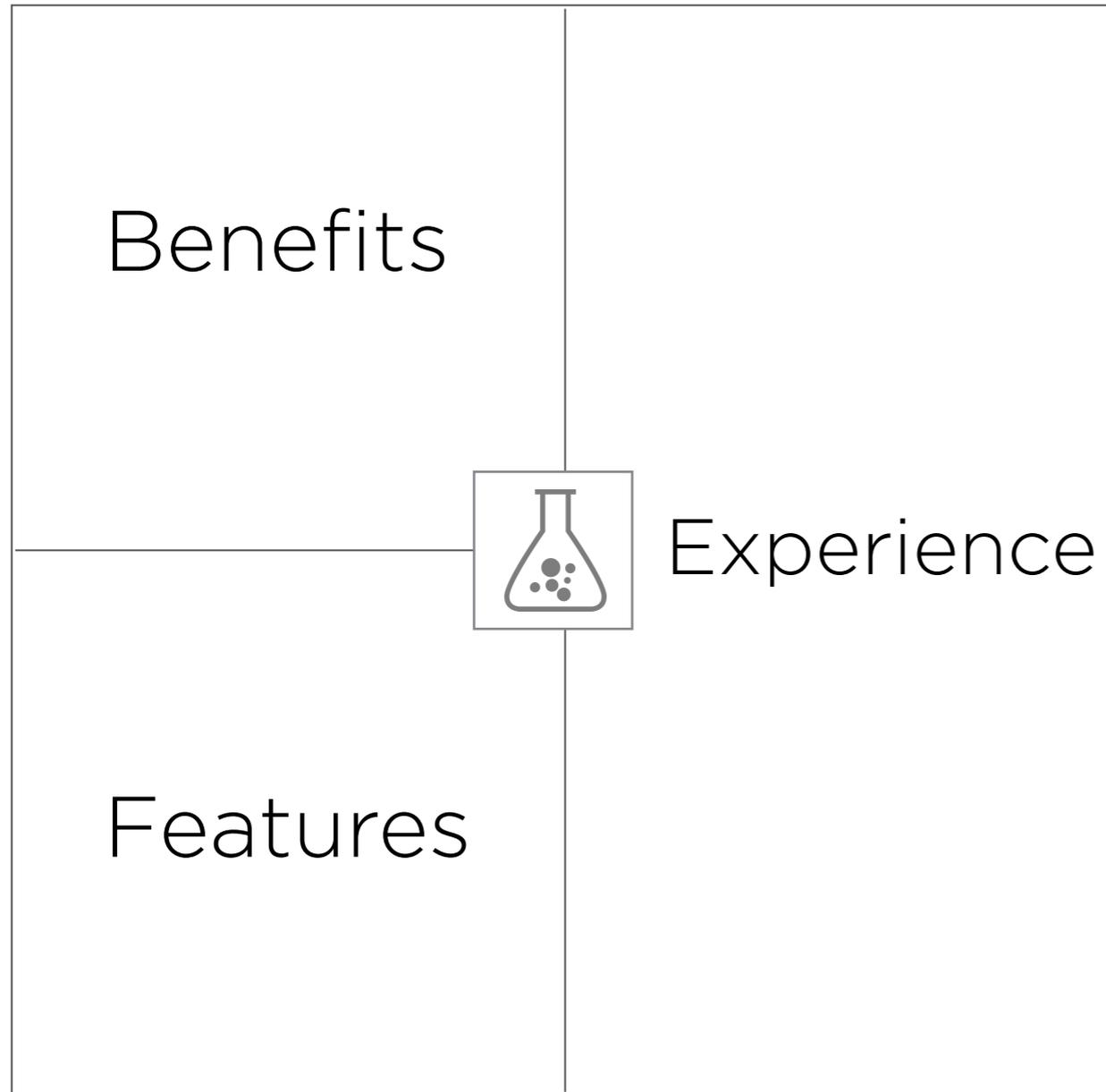


Value Proposition Canvas

Product



Customer



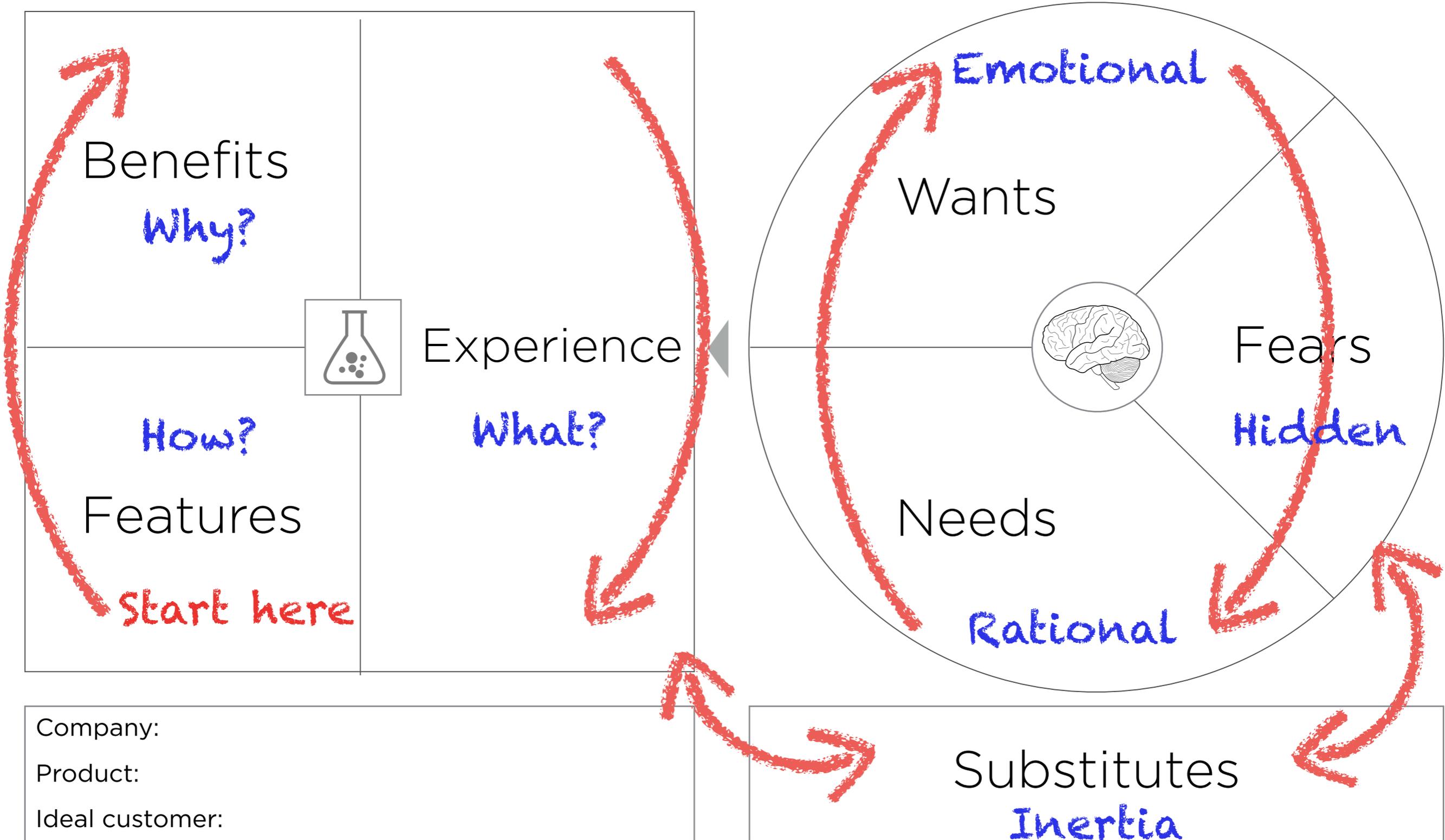
Company:
Product:
Ideal customer:

Substitutes

Value Proposition Canvas

Product

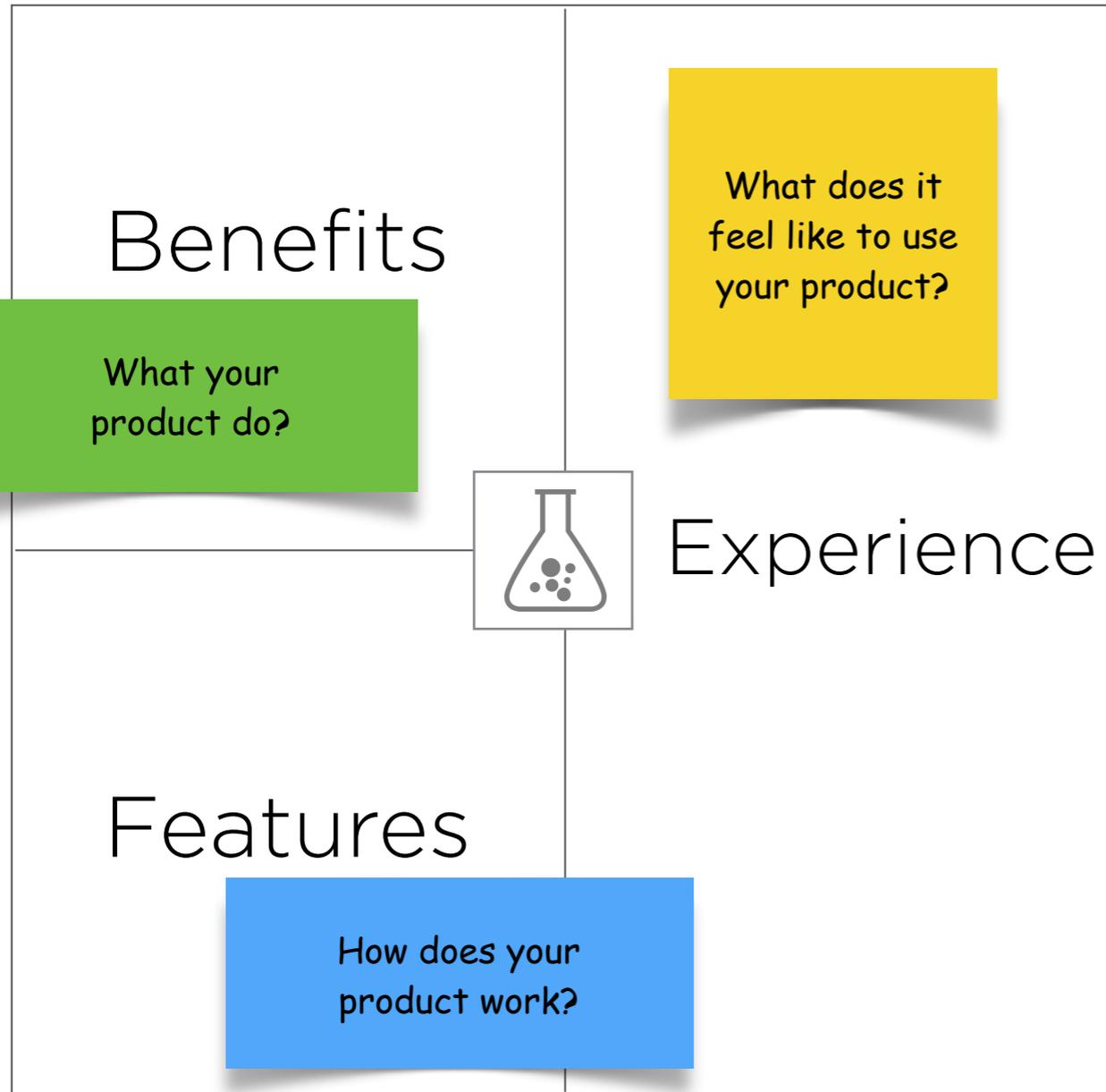
Customer



Value Proposition Canvas

Product

Customer



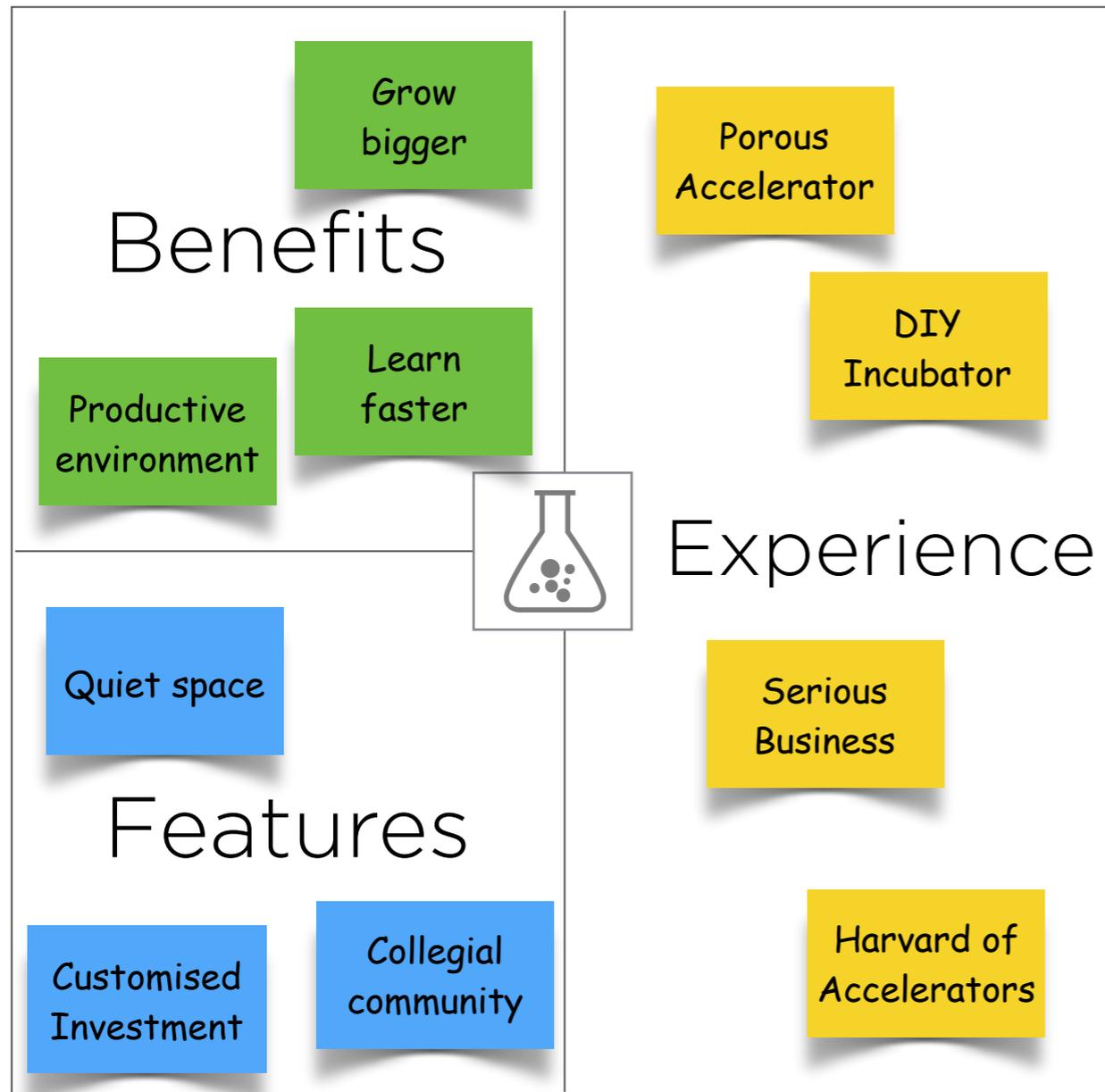
Company:
Product:
Ideal customer:

Substitutes

What do people currently do instead?

Value Proposition Canvas

Product



Company: Innovation Warehouse
 Product: Startup Accelerator
 Ideal customer: High Growth Startups

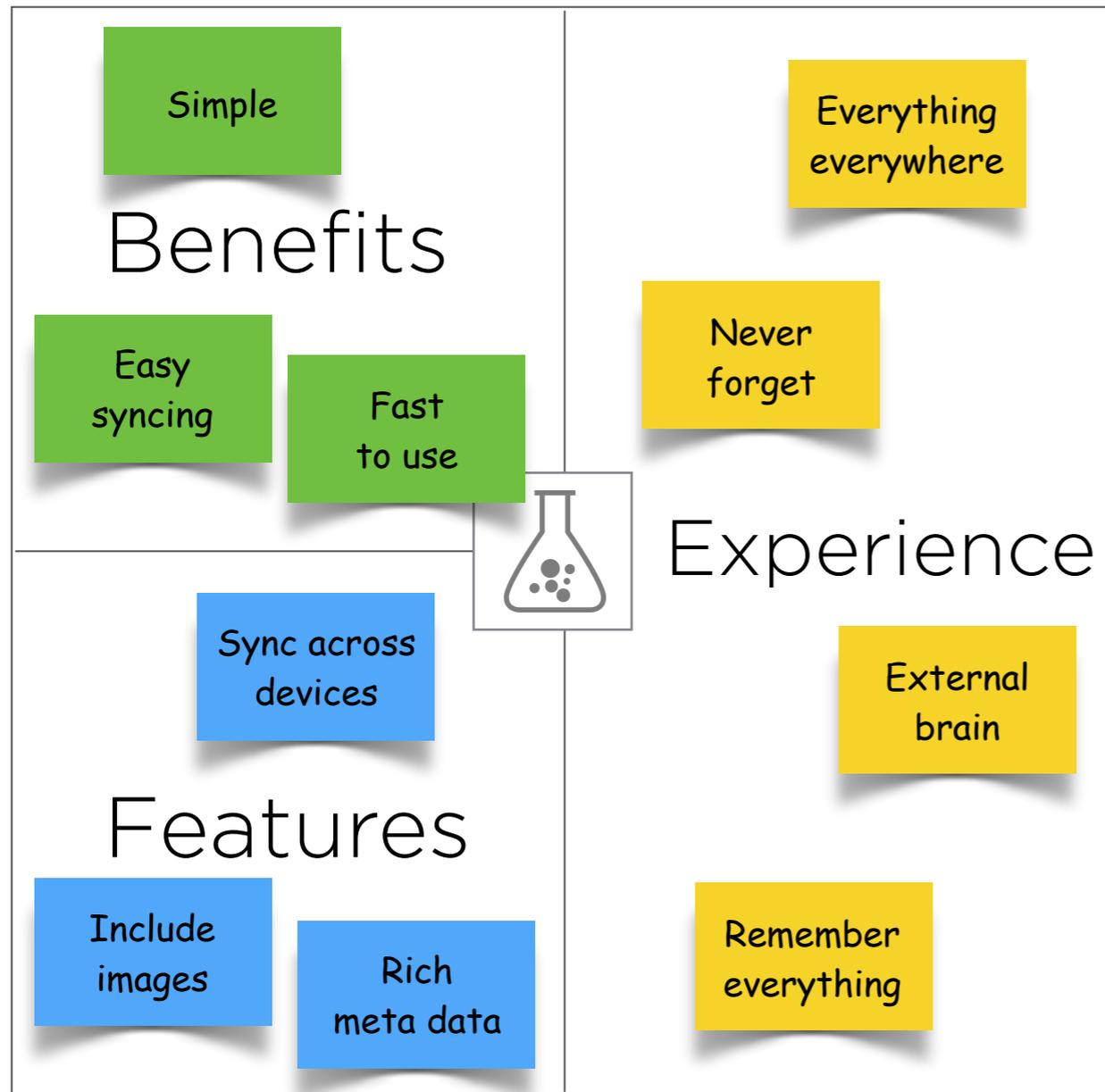
Customer



Coffee shops **Substitutes** Rented offices

Value Proposition Canvas

Product



Customer



Company: **Evernote**
Product: **Online notes**
Ideal customer: **Mobile professionals**

Email to yourself **Substitutes** **Text documents**