

# 1. Introduction

The Value Proposition Canvas is a strategic tool that helps businesses understand and design products or services that meet the needs of their target customers. It consists of two main components: the Customer Profile and the Value Map. The Customer Profile identifies the customer's jobs, pains, and gains, while the Value Map defines how the business intends to address those needs through products or services. By utilizing the Value Proposition Canvas, organizations can align their offerings with customer demands and create value that differentiates them from competitors, ultimately driving customer satisfaction and business success.

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## 2. Description

*Creating a Value Proposition Canvas for a plastic revaluation project involves understanding your target customers' needs and desires and aligning them with your project's benefits. The canvas has two sections: Customer Profile and Value Map.*

### *Customer Profile:*

#### *1. Customer Jobs:*

- *Identify main tasks and goals related to plastic waste management or revaluation.*
- *Example: Reducing plastic pollution, finding sustainable alternatives, complying with environmental regulations.*

#### *2. Customer Gains:*

- *List positive outcomes customers expect from the project.*
- *Example: Cost savings, environmental impact reduction, positive brand image.*

#### *3. Customer Pains:*

- *Understand customers' challenges in managing plastic waste.*
- *Example: High disposal costs, limited recycling options, negative public perception.*

### *Value Map:*

#### *1. Products & Services:*

- *Describe project features and solutions addressing customer needs.*
- *Example: Plastic recycling infrastructure, sustainable packaging alternatives, waste collection programs.*

#### *2. Gain Creators:*

- *Explain specific benefits that alleviate customer pains.*
- *Example: Cost-effective recycling methods, access to recycled plastic materials, expert waste management consultancy.*

#### *3. Pain Relievers:*

- *Outline how the project addresses and eliminates customer challenges.*
- *Example: Reducing plastic waste disposal costs, facilitating convenient recycling options, raising awareness to improve public perception.*

*By using the Value Proposition Canvas, you'll understand how your plastic revaluation project aligns with customer needs and offers value. This knowledge will help you refine and tailor the project to better serve your customers and stakeholders, increasing its likelihood of success and adoption.*

## When and how to use this tool

*The Value Proposition Canvas is a powerful tool for designing, analyzing, and improving the value proposition of your plastic revaluation project. Here's how to use it effectively:*

### *1. Development Phase:*

- Define and refine your project's value proposition early on.*
- Gather customer data for the Customer Profile.*
- Identify your project's unique value and address customer pain points in the Value Map.*

### *2. Market Research:*

- Validate assumptions and gather accurate customer data.*
- Analyze competitors to differentiate your project.*

### *3. Communication:*

- Craft compelling marketing messages based on the canvas.*
- Highlight project benefits and address customer pains.*

### *4. Project Optimization:*

- Continuously revisit the canvas to stay relevant and competitive.*
- Gather feedback for improvements.*

### *5. Team Alignment:*

- Collaboratively use the canvas to align team members.*
- Ensure a shared understanding of customer needs and project value.*

### *6. Investor/Stakeholder Presentations:*

- Use the canvas to demonstrate project value and potential impact.*

*The Value Proposition Canvas is a dynamic tool that evolves with your project, creating a compelling value proposition for success and adoption.*

## Material needed

*To effectively use the Value Proposition Canvas for your plastic revaluation project, you'll need:*

- 1. Canvas Template: Create a canvas using drawing or presentation software, or find pre-designed templates online.*
- 2. Customer Research Data: Gather info on target customers, market research, surveys, and interviews to understand their needs.*
- 3. Project Information: Know your project's features, benefits, and unique selling points for the Value Map section.*
- 4. Competitor Analysis (Optional): Insights from competitor analysis can provide market context.*
- 5. Collaborators (Optional): Involve team members for diverse perspectives.*

*The Value Proposition Canvas is a versatile tool for organizing information and creating a clear value proposition for your plastic revaluation project. Detailed and accurate data will align your offerings with customer needs and desires.*

## Resources

**Links:** <https://www.strategyzer.com/canvas/value-proposition-canvas>