

You'll love Value Proposition Design if you've been...

Value Proposition Design will help you successfully...



Overwhelmed by the task of true value creation

Frustrated by unproductive meetings and misaligned teams

Involved in bold shiny projects that blew up

Disappointed by the failure of a good idea



Understand the patterns of value creation



Leverage the experience and skills of your team



Avoid wasting time with ideas that won't work



Design, test, and deliver what customers want

**failure** → **success**

