



Exercise 1.B: The Value Proposition Fit Challenge

Concept Focus:

Unique Value Proposition (UVP) & Customer Segment (CS)

LESSON 1: Understanding Your Creative Business Model

**MODULE 1:
BUSINESS PLANNING FOR CREATIVE
ENTREPRENEURS**



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MODULE 1

Exercise 1.B: The Value Proposition Fit Challenge

Purpose

To help participants define a clear and client-relevant Unique Value Proposition (UVP) by aligning their creative offering with the real needs, pains, and desired outcomes of a specific customer segment.

Concept Focus:

Unique Value Proposition (UVP) & Customer Segment (CS)

Format:

Individual work using a Value Proposition Canvas (VPC) template

Duration:

25 minutes



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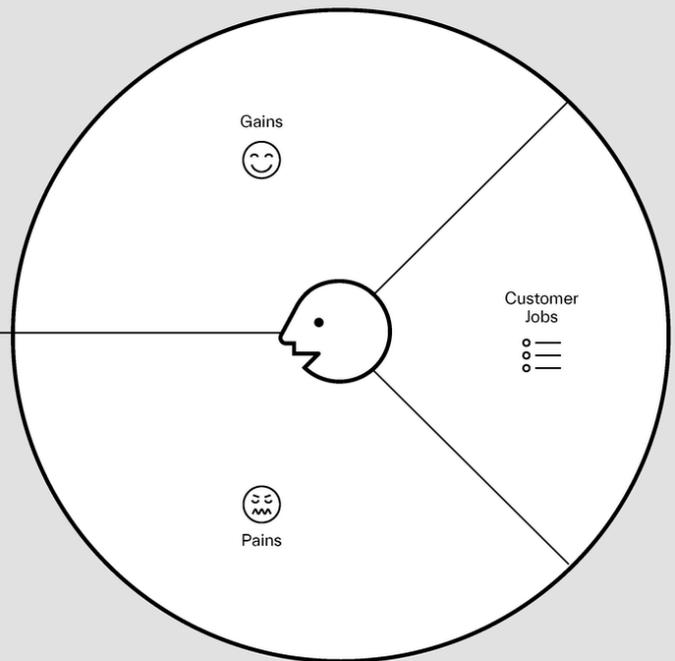
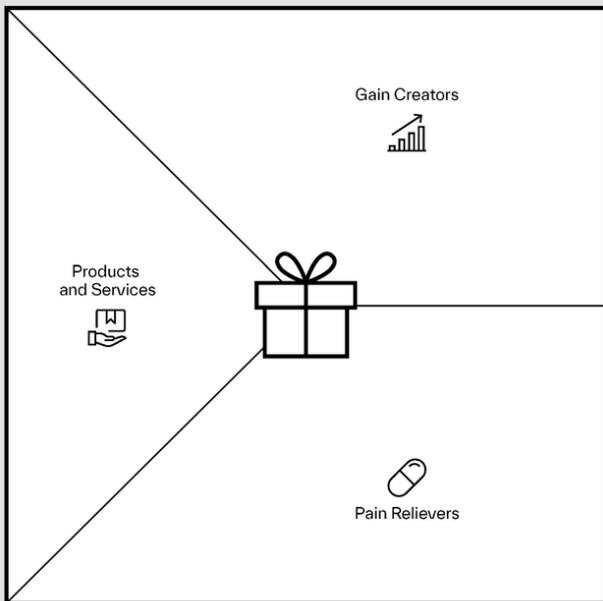
Task

Fill the Value Proposition Canvas to Find Your UVP

The Value Proposition Canvas

Value Proposition:

Customer Segment:





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Step 1: Complete the Customer Profile (The Circle)

Time: 10 minutes

Define your customer by focusing only on their reality – not your solution yet.

- Customer Jobs
 - What specific task or outcome is the customer trying to achieve?
 - (Example: “Launch a luxury product line’s social media campaign.”)
- Pains
 - List 3–5 frustrations, risks, or negative outcomes they want to avoid.
 - (Examples: Looking generic, missing the launch window, wasting budget on ineffective ads.)
- Gains
 - List 3–5 benefits or positive results they hope to achieve.
 - (Examples: Viral engagement, premium brand perception, saving 15 hours per week in production.)



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Step 2: Complete the Value Map (The Square)

Time: 10 minutes

Now shift focus to your creative offer.

- Products & Services
 - What do you offer to this customer?
 - (Examples: Custom 3D rendering package, retained copywriting, online creative coaching.)
- Pain Relievers
 - How does your offer directly reduce or eliminate the pains listed above?
- Gain Creators
 - How does your offer actively create the gains the customer wants?

Rule: Every pain reliever and gain creator must clearly link to something in the Customer Profile.



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Step 3: The Fit Check

Time: 10 minutes

Reflect and assess:

- Do your Pain Relievers clearly address the customer's most critical pains?
- Do your Gain Creators deliver outcomes the customer truly values?

If yes → You have strong problem–solution fit.

If no → Your UVP needs refinement (not pricing changes).

Learning Outcome

By completing this exercise, participants will:

- *Identify a specific and realistic customer segment*
- *Clarify how their creative work creates real, differentiated value*
- *Develop a UVP grounded in customer needs rather than assumptions*