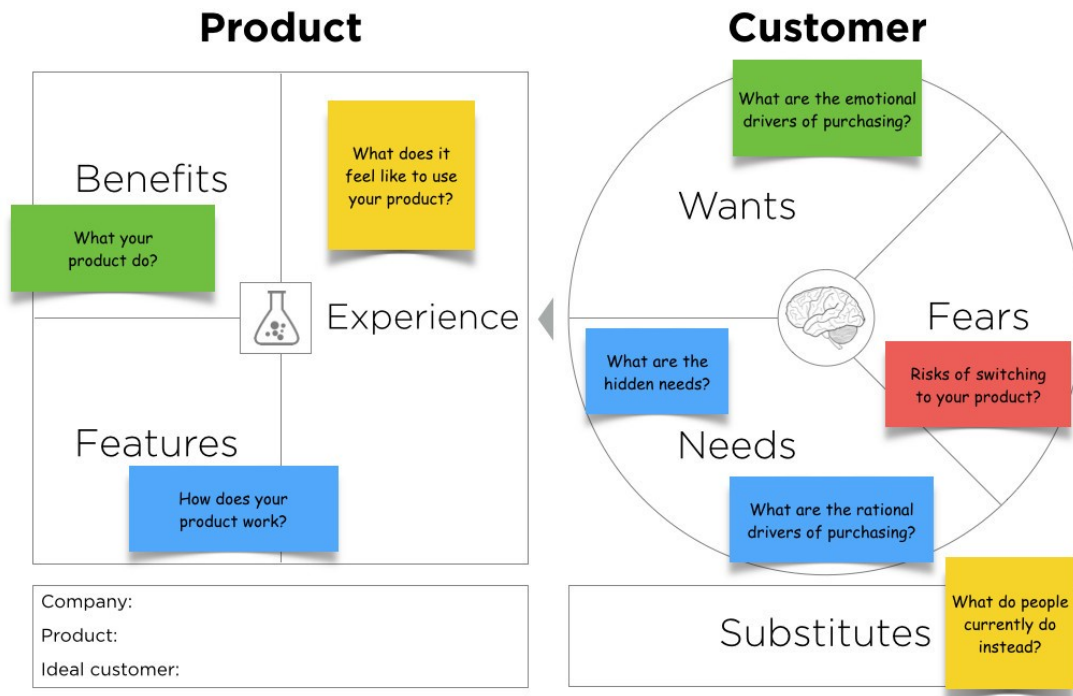
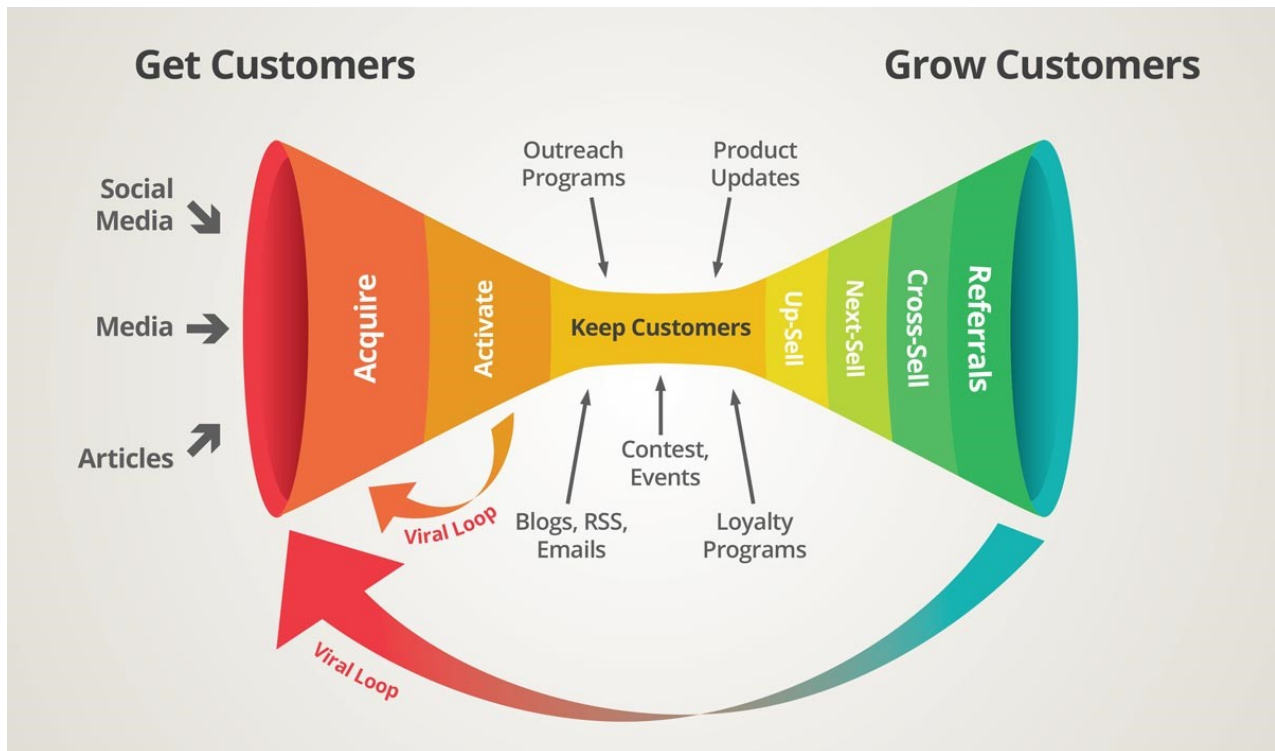


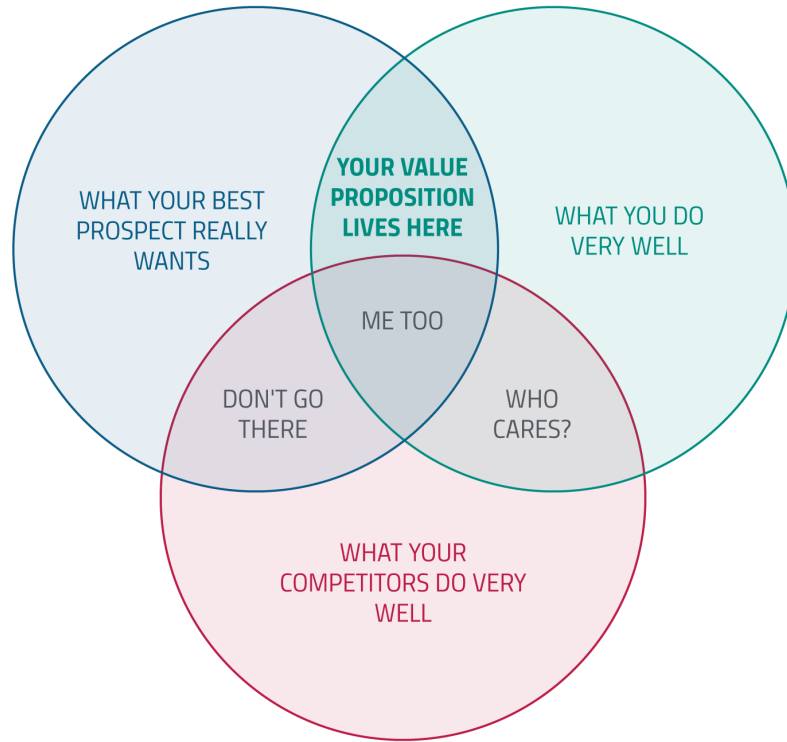


Value Proposition Canvas



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7 Phases of the Hourglass

- Know**
Your ads, articles, and referred leads
- Like**
Your web site, reception, and email newsletter
- Trust**
Your content, social media participation, white papers, and sales presentations
- Try**
Seminar, evaluations, audit, and nurturing activities
- Buy**
Fulfillment, new customer orientation, delivery, and transaction processes
- Repeat**
Post customer survey, cross sell presentations, and quarterly events
- Refer**
Results reviews, partner introductions, peer 2 peer webinars, and community building