

DT

Empathetic

EA

Pilot-in-the-Plane
(principle)

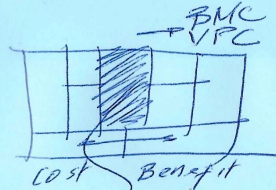
Indy. Product/service
performance
(product/system)

Value Proposition?

See Value Proposition
Canvas

Pains + Gains
⊖ ⊕

Value Proposition



ref. =
Value Proposition Canvas