



PRODUCT:

CUSTOMER GROUP:

Potential benefits and added value to customer	How important is this to the customer			How the product creates this value	how to get or create more value in the future
	1	2	3		
Helps customer reach his/her goals					
Helps customer solve a problem					
Creates new opportunities for customer					
Helps reduce risks for customer					
Creates a valuable experience for customer					
Helps save money for customer					