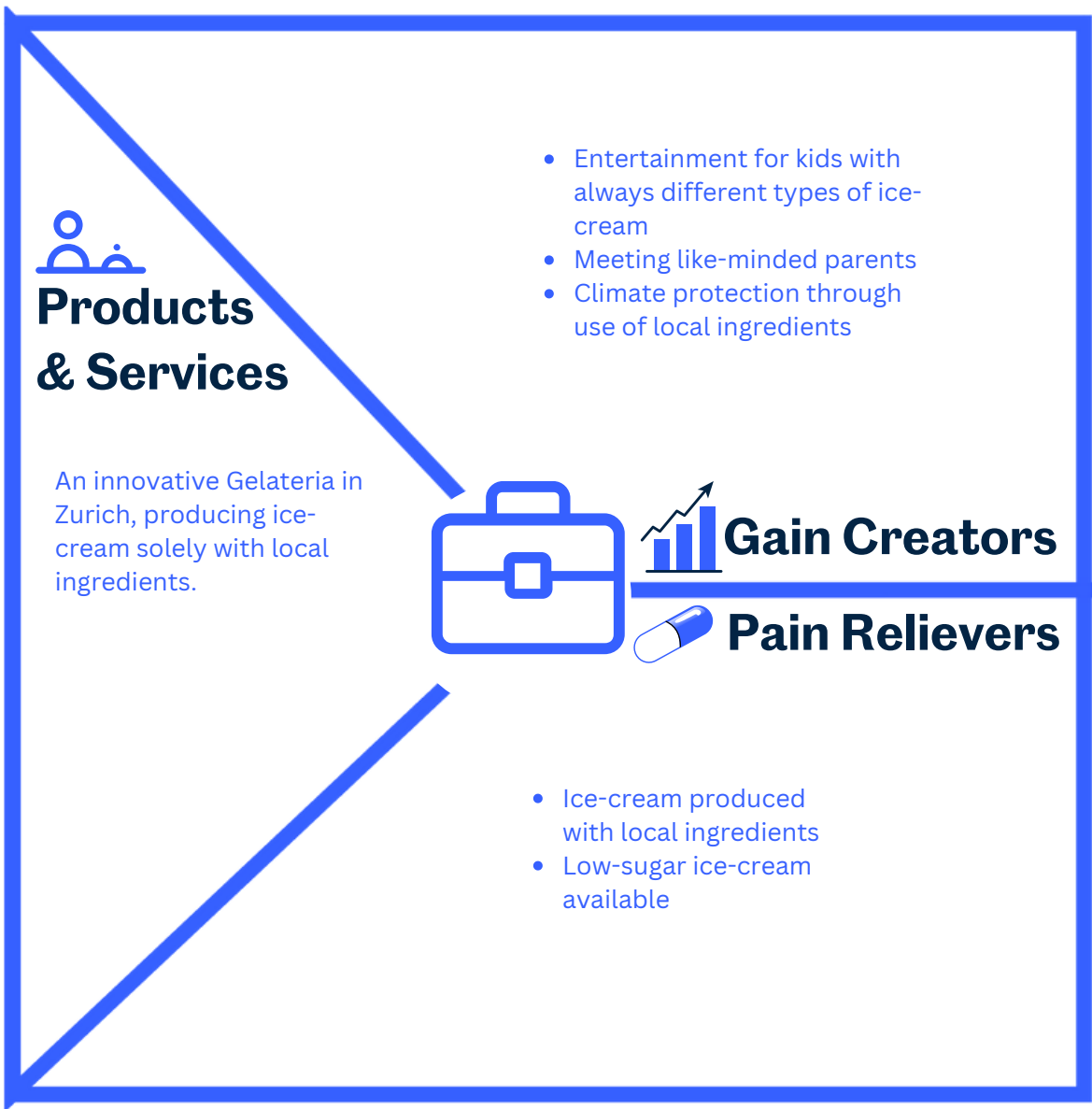


The Value Proposition Canvas - Example

Idea: Innovative Gelateria in Zurich, producing ice cream solely with local ingredients.
Persona: Paula, 32, married with children (see Persona Canvas in "Problem & Customers")

Value Proposition



Customer Segment

