# THE VALUE PROPOSITION CANVAS

Value Proposition

Customer Segment

## Gain Creators

- Immediate tool replacement
- Convenient tool procurement
- Latest Technology

## Products & Services

- Subscription based fleet management

## Pain Relievers

- Predictable costs
- No cost for repair and replacement

## Gains

- Profitability under control
- Safe employee
- 100% uptime
- Right tool, right place, right time

## Customer Job(s)

- Get constructive done
- Meet planning schedule

## Pains

- Theft
- Broken tools
- Upfront investment