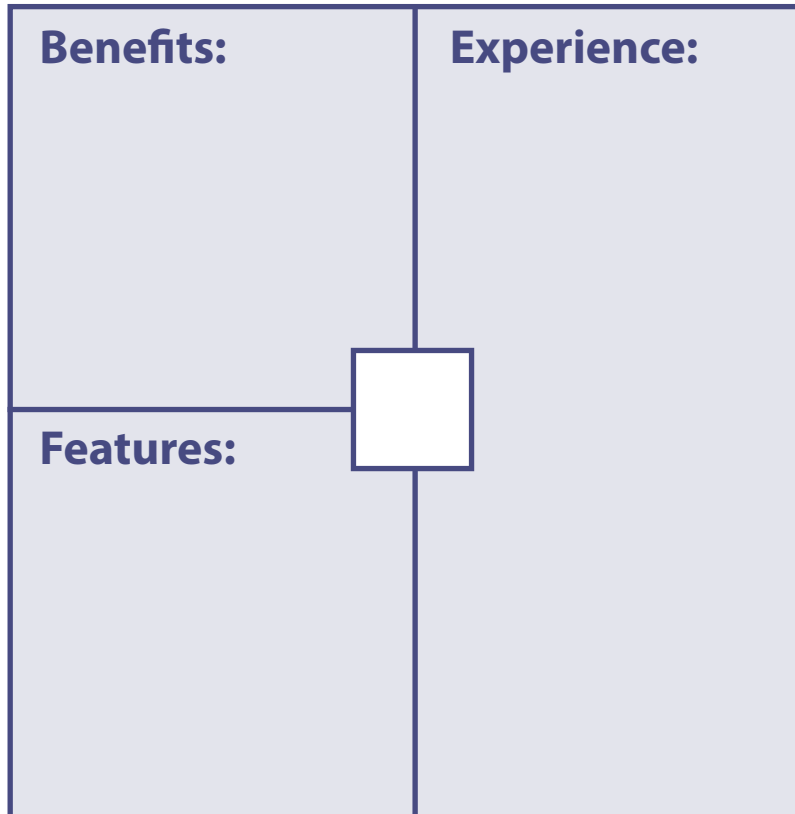




Template 7.1.1: SBCC Value Proposition Canvas

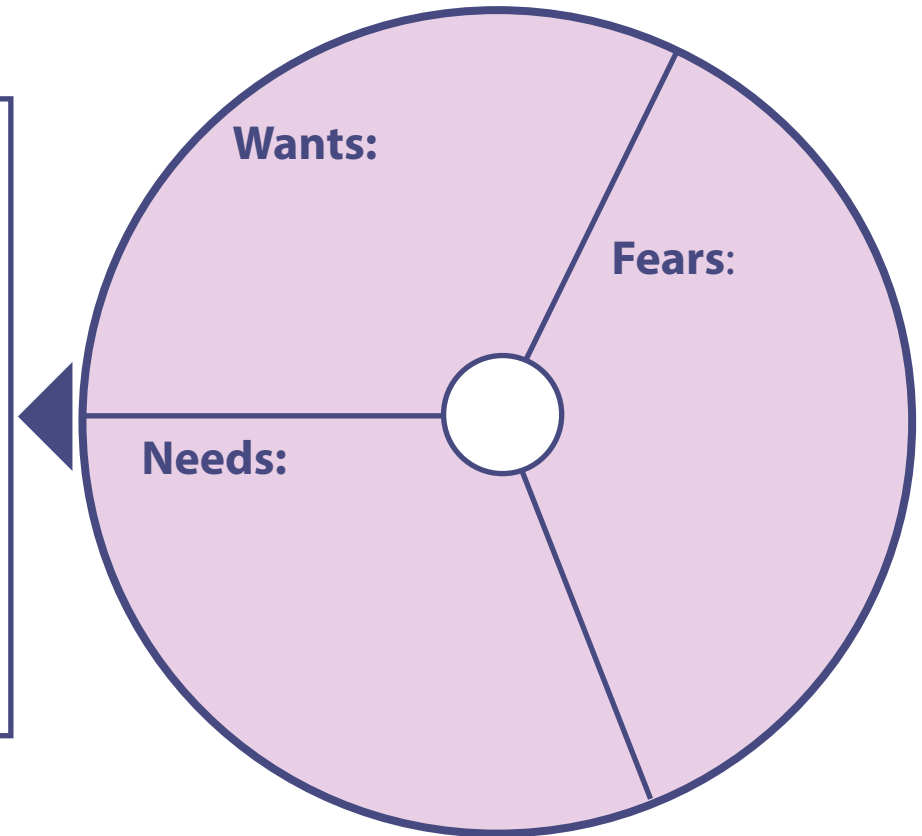
BEHAVIOR (We Want)



What is your
Position?

**SWEET
SPOT!**

AUDIENCE EXPERIENCE



Current Lifestyle and Practices:

Organization:

Behavior:

Ideal Audience: