

VALUE PROPOSITION CANVAS

SET W02 · MON SEP 21

DUE W03 · MON SEP 28

10% OF FINAL GRADE

RESEARCH + DISCOVERY

A completion check, not a criterion rubric. The question is whether the canvas was done and done properly, so each half is banded once rather than scored across six criteria. The canvas is the first thing you hand in and it is the spine of everything after it: W03 asks you for the riskiest assumption on it, and W04 goes and tests that.

YOUR NAME

SECTION

GRADE YOU'D GIVE YOURSELF

DESIGN

MARKED BY CM · 30% OF THIS INSTRUMENT

Tick what is there, then band the section.

- | | |
|--|--|
| ☐ Customer jobs stated as jobs, not as demographics | ☐ The canvas is legible. A reader can follow it without you |
| ☐ Pains are specific enough to design against | ☐ Fit is claimed explicitly, not left implied |
| ☐ Gains distinguished from the absence of pains | |

BAND THIS SECTION

- | | |
|---|---|
| ☐ 4 COMPLETE AND RIGOROUS | Everything asked for is there, and the work behind it is evidently real: sourced, specific, and connected to what you actually found. |
| ☐ 3 COMPLETE | Everything asked for is there and adequately done. The floor, cleared. |
| ☐ 2 PARTIAL | Substantially present but with real gaps: missing sections, unsupported claims, or work that stops at the first answer. |
| ☐ 1 INSUFFICIENT | Largely absent, or present in a form that cannot be assessed. |

WHAT DECIDED THE BAND

BUSINESS

MARKED BY RS · 70% OF THIS INSTRUMENT

Tick what is there, then band the section.

- | | |
|---|--|
| ☐ One customer segment, named and narrow | ☐ At least one element traceable to a person actually spoken to |
| ☐ Pain relievers map onto stated pains, one to one | ☐ Assumptions marked as assumptions |
| ☐ Gain creators map onto stated gains | ☐ The riskiest assumption is identified |

BAND THIS SECTION

- ☐ **4 COMPLETE AND RIGOROUS** Everything asked for is there, and the work behind it is evidently real: sourced, specific, and connected to what you actually found.
- ☐ **3 COMPLETE** Everything asked for is there and adequately done. The floor, cleared.
- ☐ **2 PARTIAL** Substantially present but with real gaps: missing sections, unsupported claims, or work that stops at the first answer.
- ☐ **1 INSUFFICIENT** Largely absent, or present in a form that cannot be assessed.

WHAT DECIDED THE BAND

REQUIRED TO PASS, NOT SCORED

Conditions, not criteria.

- ☐ AI Use Statement attached
- ☐ Submitted at the start of W03, not during it

WHAT IS THINNEST HERE, AND WHY?

One sentence. Naming it is worth more than defending it.