



MY UVP CANVAS

My Name _____

1. CHARACTER

2. PERSONALITY

3. SKILLS

3.1 _____

3.2 _____

3.3 _____

3.3 _____

4. TALENTS

4.1 _____

4.2 _____

4.3 _____

4.4 _____

5. KNOWLEDGE

5.1 _____

5.2 _____

5.3 _____

5.4 _____

6. STRENGTHS

6.1 _____

6.2 _____

6.3 _____

6.4 _____

7. VALUES

7.1 _____

7.2 _____

7.3 _____

7.4 _____

8. EXPERIENCE

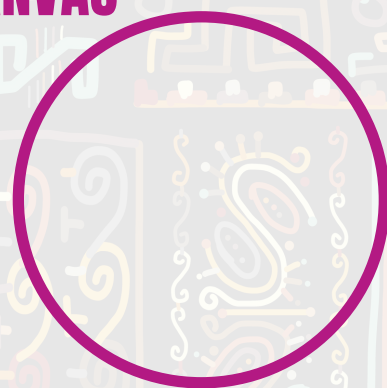
8.1 _____

8.2 _____

8.3 _____

8.4 _____

MY UNIQUE VALUE PROPOSITION CANVAS



POTENTIAL

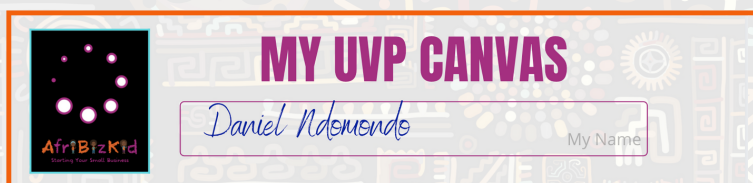
BENEFIT TO SMALL BUSINESS

MY UVP CANVAS

USER GUIDE

Steps to Complete My UVP Canvas:

1. Enter your Name & Surname



MY UVP CANVAS

Daniel Ndumondo My Name

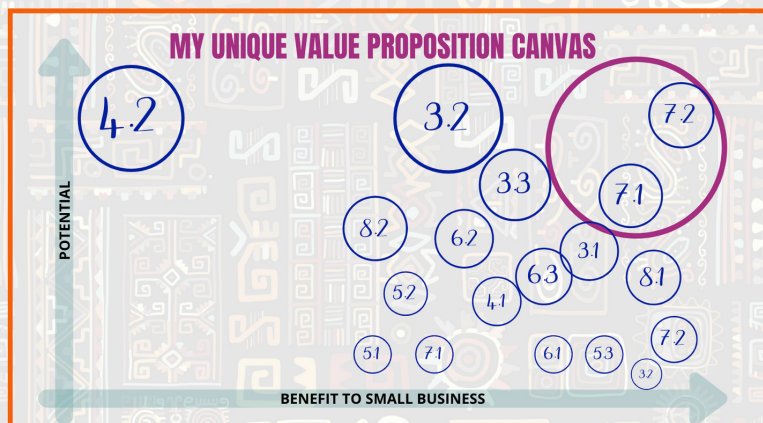
2. Think about and start to document the various elements of your Unique Value Proposition

3. SKILLS	4. TALENTS	5. KNOWLEDGE
3.1 <u>Sales</u>	4.1 <u>Copywriting</u>	5.1 <u>Industry</u>
3.2 <u>Marketing</u>	4.2 <u>Singing</u>	5.2 <u>Competition</u>
3.3 <u>Finance</u>	4.3 _____	5.3 <u>My Products + Services</u>
3.3 _____	4.4 _____	5.4 _____
6. STRENGTHS	7. VALUES	8. EXPERIENCE
6.1 <u>Perseverance</u>	7.1 <u>Putting Others First</u>	8.1 <u>SBO: 2 Years</u>
6.2 <u>Customer Service</u>	7.2 <u>Integrity + Honesty</u>	8.2 <u>School: 8 Years</u>
6.3 <u>Ability to FOCUS!</u>	7.3 _____	8.3 _____
6.4 _____	7.4 _____	8.4 _____

3. Map your UVP Elements onto the UVP Canvas

3.1 Add each **UVP Element**, using the SIZE of the circle to illustrate **POTENTIAL**

3.2 Place the **UVP Element** on the Y-Axis from **LOW** to **HIGH** **POTENTIAL**, and on the X-Axis 'Benefit to Your Small Business'





MY UVP CANVAS

Daniel Ndomondo

My Name

1. CHARACTER

2. PERSONALITY

3. SKILLS

- 3.1 Sales
- 3.2 Marketing
- 3.3 Finance
- 3.3

4. TALENTS

- 4.1 Copywriting
- 4.2 Singing
- 4.3
- 4.4

5. KNOWLEDGE

- 5.1 Industry
- 5.2 Competition
- 5.3 My Products + Services
- 5.4

6. STRENGTHS

- 6.1 Perseverance
- 6.2 Customer Service
- 6.3 Ability to FOCUS!
- 6.4

7. VALUES

- 7.1 Putting Others First
- 7.2 Integrity + Honesty
- 7.3
- 7.4

8. EXPERIENCE

- 8.1 SBO: 2 Years
- 8.2 School: 8 Years
- 8.3
- 8.4

MY UNIQUE VALUE PROPOSITION CANVAS

