



Social Enterprise in Secondary Schools: Jamaica

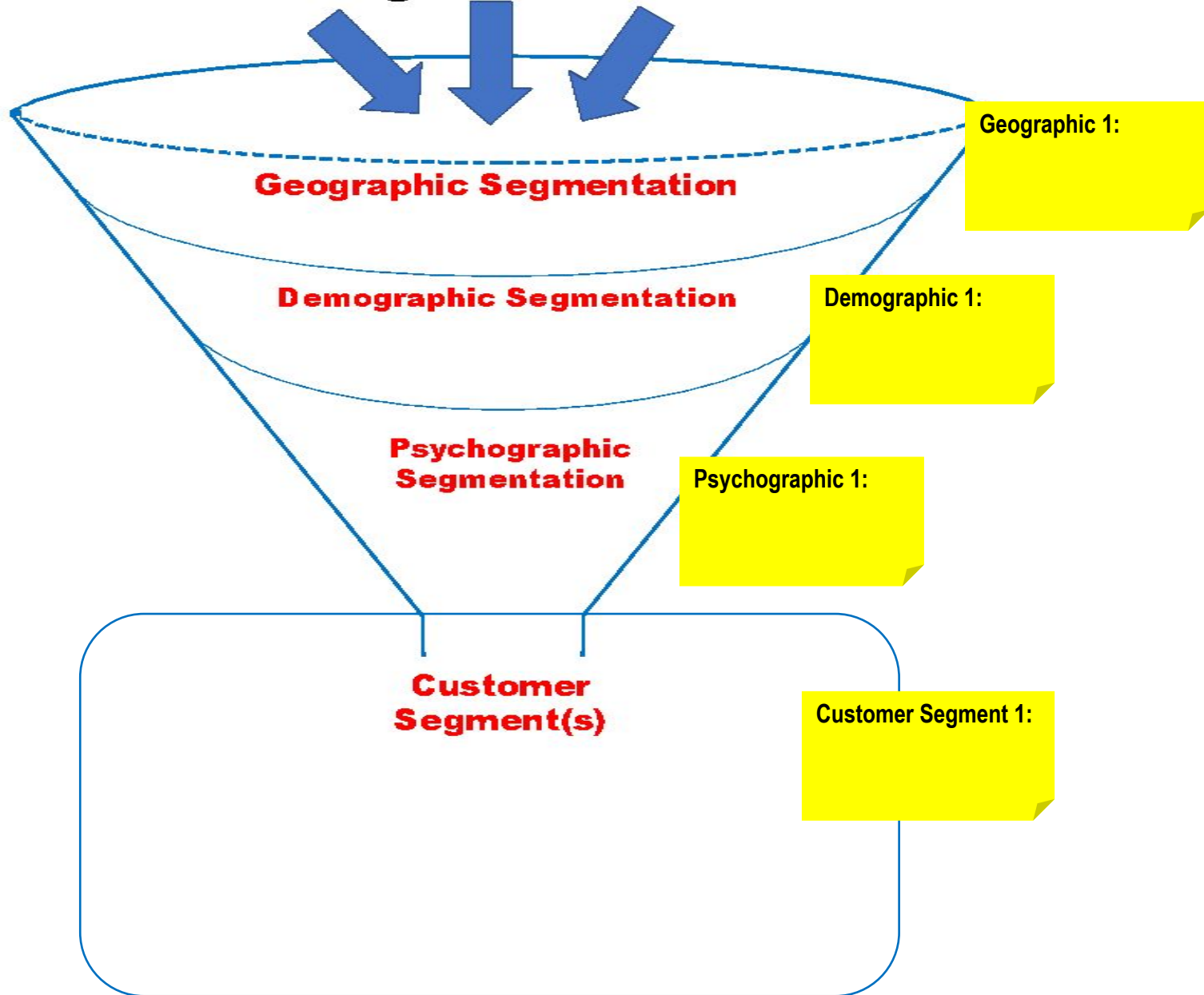
Customer Segment & Value Proposition Template

School (Participant's) Name:

Social Enterprise Name:

Place logo here

Target Market



Customer Avatar Canvas

Goals & Values

Goals

Values

Name:

Age:

Gender:

Marital Status:

Location:



Challenges & Pain Points

Challenges

Pain Points

Source of Information

*Traditional
Media*

*Social
Media*

Influencer

Other

Occupation:

Job Title:

Annual Income:

Education:

Hobbies:

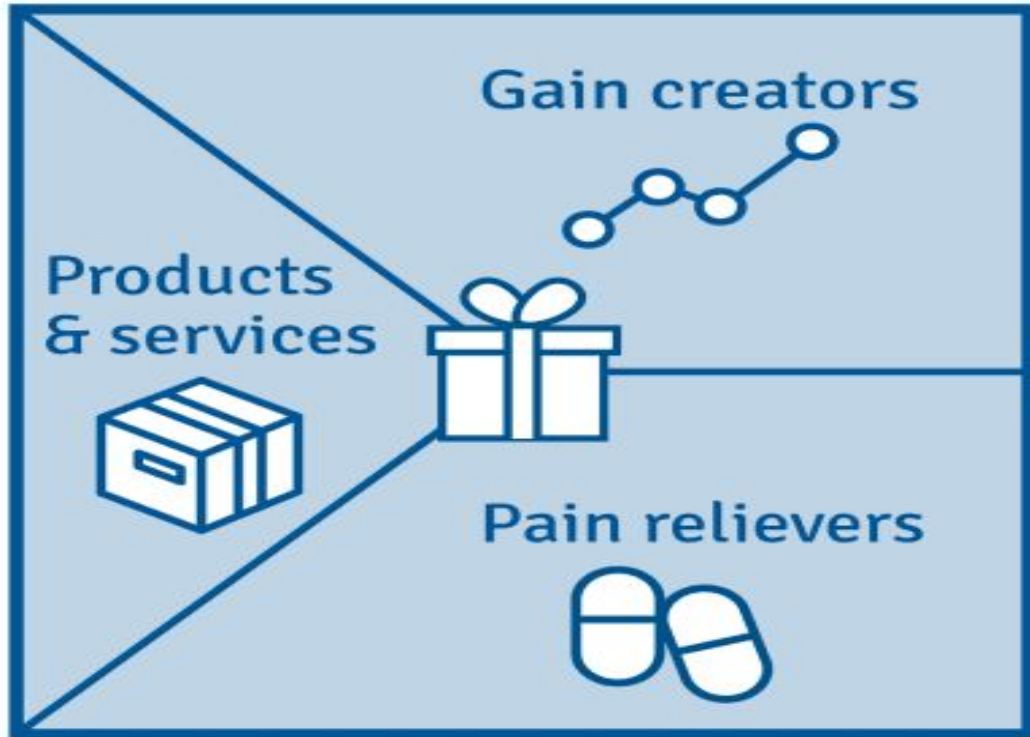
Objections & Roles

Objections

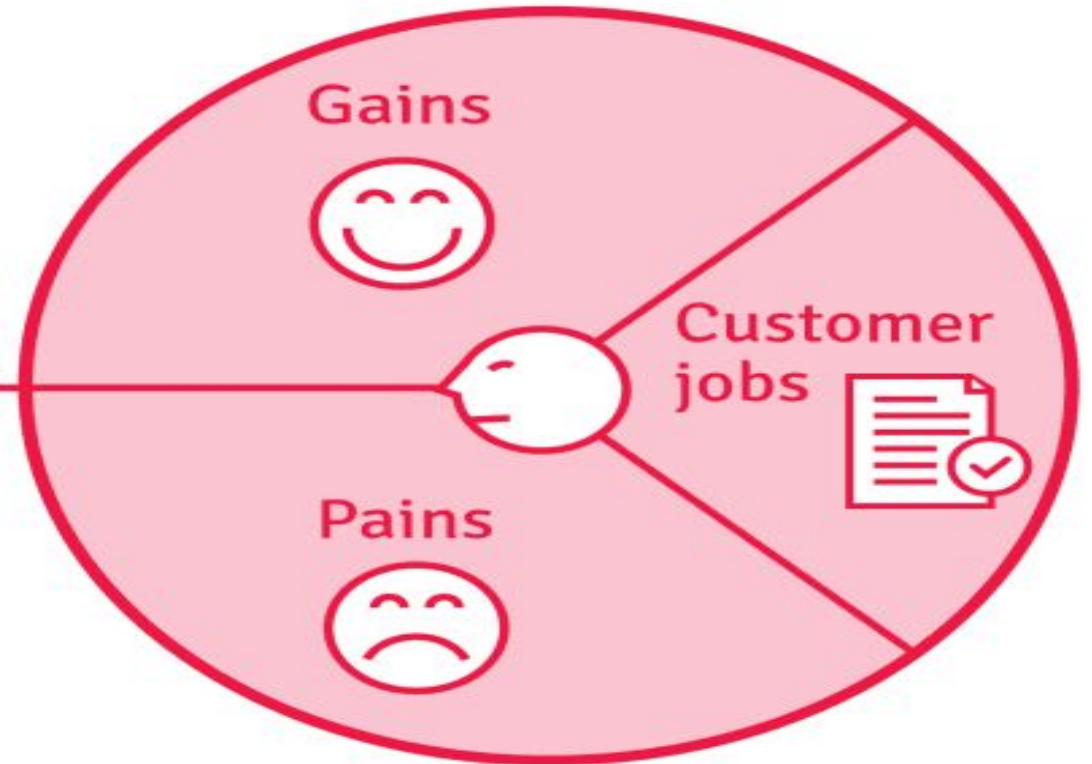
Role in the Purchasing Process



Value Proposition



Customer Profile



Unique Selling Proposition canvas

the *less is more* methodology

project _____

date _____

The problem what's my client's problem?	The solution how do I solve my client's problem?	We at _____ help you _____ <small>business name</small> <small>fulfill a need</small> by/with only/without _____ <small>unique benefit</small>
The competition what are my main competitors known for?	Status quo what are the common practices in my industry?	
The differences how am I different from everyone else?	The features what features do I want to be known for?	

U **N** **I** **Q** **U** **E**

Is it useful? Is it noteworthy? Is it interesting? Is it engaging? Is it understandable? Is it quantifiable?



**T
A
M**

Total Available Market

Total Market Size

**S
A
M**

Serviceable Available Market

What proportion of the market fits your enterprise?

**S
O
M**

Serviceable Obtainable Market

*What proportion of the market can your enterprise reach?
(consider trends, your operations, expected demand,
market forces, etc.)*