**The Value Proposition Canvas**

*Value Proposition:*

*Customer Segment: Coaches Rick McQuet & Jeremy Kipp*

* Connect new members with seasoned members
* Word of mouth
* Social events
* Tight social bonds
* Organize groups when swimmers are traveling to a swim event
* Sponsor a seasonal competitive event
* Swimmers do workouts together (different distances depending on speed
* Structured Fitness Classes
* Faster swim times
* Increased fitness
* Increased participation
* Individuals feel like their coach is vested in them
* Utilize outdoor pools within the area
* Know individual swimmer’s goals

# Products & Services

* Social Group and community
* Instruction/teaching
* Goal setting
* Printed workout sheets @ each lane
* Swim Clinics
* World class coaching
* Facility is pleasant

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* Less chasing down fees
* Strong & capable staff
* Free advertising

# Gain Creators

# Pain Relievers

# Gains

# Pains

* Overcoming participant/member fear
* Getting the message out
* Providing a customized product to diverse groups of consumers
* All skill levels swim at same workout
* Cost of providing services
* Limited time
* Create challenging workouts/practices
* Be compassionate
* Create & protect a positive environment
* Balance
* Engage with all customers/members regardless of speed or ability
* Create/foster positive social network/framework
* Promote
* Quality Programs
* Creating the landscape
* Associate with other like-minded folks to maintain & build the aquatic community

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# Customer Job(s)

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