**The Value Proposition Canvas**

*Value Proposition:*

*Customer Segment: Snake River LMSC*



* Have regularly scheduled LMSC Board meetings
* Identify where pools are in Snake River LMSC
* Work with Nampa Rec Center & other facility management to explain USMS program and benefits.
* Create an Idaho source for on line coaching, virtual coaching
* Improve communication with Clubs within SRLMSC; develop a plan to promote USMS programs
* Provide list of educated skilled coaches
* Provide USMS coaching to rural areas within the SRLMSC
* Work towards implementing USMS swim programs at all pools that provide adult swimming venues.

# Products & Services

* Keep swimmers informed on a consistent basis
* Inform swimmers of USMS Rules; pool and open water
* Register Swimmers with USMS
* Conduct informational meetings
* Provide swim meets; sanctioned & unsanctioned
* Provide swimmers a place to swim

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* Hire a webmaster for LMSC
* Improve communication with a website that is kept current
* Virtual Coaching for rural areas
* Work on entities requiring USMS membership ??

# Gain Creators

# Pain Relievers

# Gains

# Pains

* SRLMSC website is not functioning
* Separate Clubs within the SRLMSC
* Y requirements (Like???? )
* Coaching not available in rural areas
* Broad geographic area where within the LMSC
* Swimmers need to know rules & where to find them
* Swimmers are confused between Sawtooth Masters at the Y and being a SAWS/USMS member
* Swimmers do not know USMS hierarchy
* Swimmers are unsure of benefits
* YMCA does not require USMS membership for their Sawtooth Masters at the Y program.

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# Customer Job(s)

* Provide information from USMS to Clubs within SR LMSC
* Help develop swim meets; open water & pool
* Manage SRLMSC Funds
* Connect & communicate with USMS
* Register swimmers with USMS
* Provide support to Clubs
* Grow

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