* Dry Land & Weight Training
* Shoulder Clinic
* Nutrition Clinic
* Provide social activities
* Promoting all types of swimming for adults – fitness, competition, improving strokes
* Provide events that are fun and physically rewarding
* Create an environment for entry level & recreation swimmers
* Support for those that choose to compete at high levels meets; national & World
* Venues to test yourself for fitness at times
* Likeminded people have a venue to connect through
* Flexibility in workouts; set intervals vs 10 second rest)
* Tailored workouts
* Invite greater participation/variety
* Video Stroke Analysis
* Sell SAWS logo merchandise
* Different locations to swim
* Many workout options to choose from at 2 sites
* Workouts by skill level
* Match new members with seasoned swimmers/members
* Meet up groups especially for open water swims

**The Value Proposition Canvas**

*Value Proposition:*

*Customer Segment: Sawtooth Masters (SAWS)*

* Achieving a better ranking in my age group
* Learn better technique; continuous growth in personal fitness and swim efficiency
* Trying new events; exploring limits
* Clarify goal and priorities
* Joining swim meets with youth team
* Improve health & wellness
* Meeting other neurotic swimmers
* Satisfaction with results; health, goals, objectives, meets
* Just heard tonight – several opportunities to train coached session for open water events
* Made great friends, had fun
* Learn how to train specifically for certain events
* Heightened awareness of “aging” process. . & how to combat it!
* Reintroduction to the sport



# Products & Services

* Swim video analysis & Instruction
* Financial assistance to run events & equipment needed for events
* Tailor separate workouts; free & stroke
* Awesome web site & web managers
* Calendar of Events
* Organization
* Printed workout sheets at each lane
* Sanctioned open water swims
* Quality coaching; both technique & conditioning
* Multiple options of workouts to access
* Club events that are USMS sanctioned or informal meets for members/nonmembers
* Varied offerings; practices, pool meets, fun meets, open water

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* Shoulder Clinic
* Leadership to communicate & organize services & schedules
* Provide USMS opportunities to practice at other facilities; Nampa Rec Center, BSU, Caldwell, College of ID
* Masters only pool time
* Increase communication of offerings
* Tailoring workouts, coached or self-service, for individual needs (e.g. Free vs Stroke)
* If workout at one location is inconvenient, another location may have one that works
* Collaborate with different venues to provide coaching.
* Communicate calendar by email & website well in advance of events.
* Rick’s initial assessment is welcoming. (Advertised on YMCA Instagram)

# Gain Creators

# Pain Relievers

# Gains

# Pains

* Schedule doesn’t jive
* Parking (especially at downtown Y at noon)
* Miscommunication & rumors
* Swimmers not happy with pace of workout; structured too fast
* Meeting other neurotic swimmers
* Workouts provided to non-members; left on Board
* Communicate with more lead time
* Swimmer unsure how to train for a specific event; triathlon or swim meet
* Need more people to volunteer to help
* Not enough video stroke analysis; shoulder over use
* # of swimmers per lane; being in the way of another swimmer
* Swimmers have to modify the workout to fit their skill set
* Apathy of Club members
* Injuries/conflicts when swimmers are unaware of rules, protocols, etiquette for multiple swimmers in lanes & at other times.
* Manage Club Finances
* Communicate to coaches on behalf of swimmers
* Promote Camaraderie/Swim Buddy/interest in swimming
* Dry land & weight training
* Perfect my stroke because at some point more strength or endurance is relatively useless.
* Have a link between events available & coaching within the club
* Organize pool events; pool & open water
* Positive fun experience; friends, endorphins, accomplishment
* Provide outlet for goal setting; lifestyle structure
* Maintain & enhance fitness/health
* Better overall conditioning, technique, strategy, goal setting & results
* Improve health condition; physical & mental
* Provide competitive Opportunity
* Train for specific event, swim meet triathlon, OW
* Coaching on endurance, long distance swimming
* Sanctioned Open Water swims
* Fitness Swim Meets, challenging workouts

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# Customer Job(s)

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