

# GTM Value Proposition Canvas

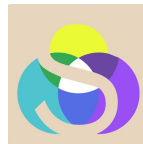
[Product / feature name]

**Brief Description:** [Product Name and Description]

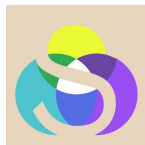
**Owner:** [Product Marketing Manager Name]

**Version:** v1.0 | **Date:** [MM/DD/YYYY]

# Practical framework



- **What this is:**  
A practical template to craft value propositions that drive successful launches.
- **What it solves:**  
Moves beyond generic claims to articulate how your product solves real customer pains and creates tangible gains.
- **Who it is for:**  
Product marketers, product managers, founders, and anyone owning a GTM motion.
- **Outcome:**  
Clarity on what your product does, for whom, and why it matters; ready to fuel messaging, sales enablement, and positioning.



# README: How to Use This Template

- **Step 1:**  
Complete the canvas template with your customer segment on the left and your value proposition on the right.
- **Step 2:**  
Use the detailed section slides to brainstorm, refine, and validate each component.
- **Step 3:**  
Turn the completed canvas into a refreshing value proposition message.
- **Step 4:**  
Use the message to align GTM assets: website copy, sales decks, campaigns, product pages.  
Here you have some tips:
  - Start with the customer, not the product
  - Avoid generic benefit like “save time” unless deeply contextualised.
  - Test your assumptions with customers where possible

# GTM Value Proposition Canvas

Note: Keep text boxes minimal. Add footnotes or continuation slides if needed.



Customer Profile		Value Map	
<b>Jobs-to-be-done</b>	Keep it brief here; dive deeper in the dedicated slides.	<b>Product &amp; Services</b>	Keep it brief here; dive deeper in the dedicated slides.
<b>Pains</b>	Keep it brief here; dive deeper in the dedicated slides.	<b>Pain Relievers</b>	Keep it brief here; dive deeper in the dedicated slides.
<b>Gains</b>	Keep it brief here; dive deeper in the dedicated slides.	<b>Gain Creators</b>	Keep it brief here; dive deeper in the dedicated slides.

Note: Transfer the information from the table to the diagram

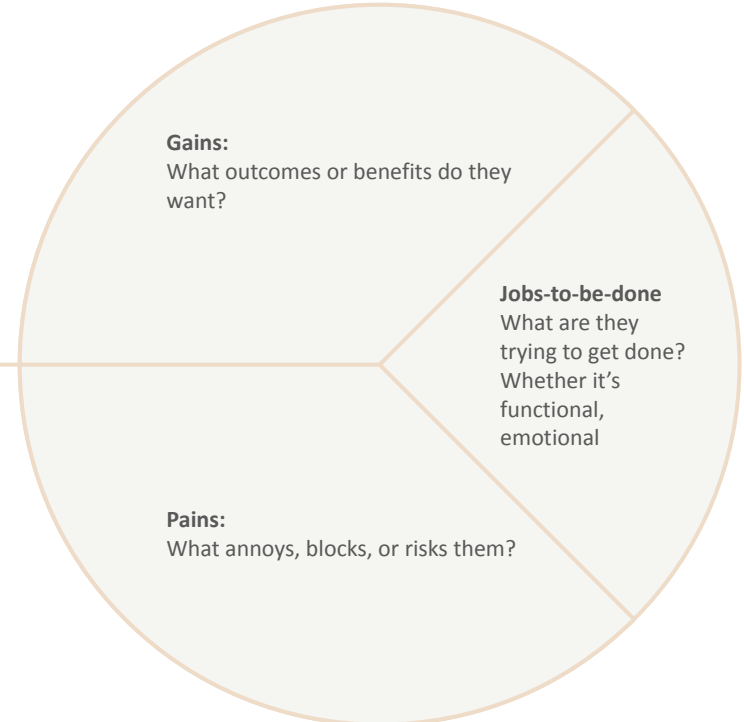


# GTM Value Proposition Canvas

## VALUE MAP



## CUSTOMER PROFILE





# Customer Profile

# Customer's Jobs-to-be-done



*Understand your customer's jobs-to-be-done, what they're trying to achieve or accomplish in a given situation*

## Content:

- List the tasks, problems, or goals your customer is trying to accomplish.
- Include functional jobs (concrete tasks), emotional jobs (how they want to feel), and social jobs (how they want to be perceived).

## Answer These Questions:

- What does a successful day look like for them?
- What do they need to get done to succeed professionally or personally?

# Customer's Pains

*Identify your customer's frustrations and risks*

## Content:

- Document the blockers, frustrations, obstacles, or risks customers experience in getting their jobs done.
- Include negative consequences or bad outcomes they are worried about.

## Answer These Questions:

- What makes their work slow, stressful, or costly?
- What are they afraid of messing up or losing?





# Customer's Gains

*Find out what your customer really wants.*

## Content:

- Outline desired outcomes, benefits, or aspirations.
- Include both expected and non-expected gains, namely basic expectations and surprising outcomes.

## Answer These Questions:

- What does “better” look like to them?
- Are these emotional gains, like peace of mind, status, or confidence?
- What would they consider a pleasant surprise?





# Value Map

# Products & Services

*Define what you are offering*

## Content:

- List the key components, features, and capabilities of your product or service.

## Answer These Questions:

- Are they matching any of the previous information about the customer, creating gains and relieving pains?



# Pain Relievers

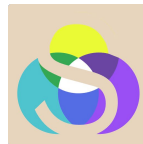
*Explain how you solve your customer's pains.*

## Content:

- Describe specifically how your product eliminates frustrations, mitigates risks, or removes obstacles.

## Answer These Questions:

- How does your product or service help your customer solve problems, reduce costs, simplify tasks, improve emotional state, or address shortcomings of current solutions?



# Gain Creators

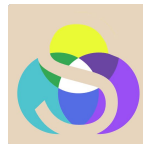
*Explain how you deliver real gains.*

## Content:

- Describe how your product creates desired outcomes or enables success, satisfaction, or improvement.

## Answer These Questions:

- How does your product or service meet your customer's aspirations, save them costs or efforts, compare to existing solutions, and ease their lives or jobs?



# Value Proposition Message

Note: This structure becomes the source for website hero copy, sales decks, pitch openers, or campaign headlines.

For **[customer segment]** who want / need to **[customer job or goal]**,

but struggle with **[pain or frustration]**,

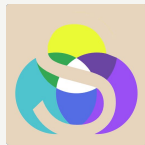
**[Product name]** provides **[key feature or solution]**

that **[pain relief]** and enables **[desired gain]**,

so they can **[outcome or transformation]**.



# **Example Slides: Fintech Tap-to-Pay Use Case**



# GTM Value Proposition Canvas

## QuickTap: Tap to Pay for Tradespeople

**Brief Description:** QuickTap is a Tap-to-Pay (softPOS) feature integrated into their Billaro mobile invoicing app. The target audience is self-employed tradespeople (plumbers, electricians, carpenters, etc.).

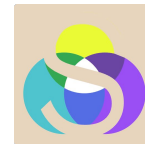
**Owner:** Sergio Lozano

**Version:** v1.0 | **Date:** 27/06/2025



# GTM Value Proposition Canvas

Note: Keep text boxes minimal. Add footnotes or continuation slides if needed.



Customer Profile		Value Map	
<b>Jobs-to-be-done</b>	<ul style="list-style-type: none"><li>- Get paid immediately after the job</li><li>- Generate an invoice correctly</li><li>- Keep bookkeeping accurate without extra admin.</li></ul>	<b>Product &amp; Services</b>	<ul style="list-style-type: none"><li>- QuickTap (Tap-to-Pay feature)</li><li>- Fully integrated within Billaro's mobile invoicing app</li></ul>
<b>Pains</b>	<ul style="list-style-type: none"><li>- Customers forget to pay later</li><li>- Hassle of bank transfers or cash</li><li>- Lost payments cause tax/accounting mistakes</li><li>- Worry about seeming unprofessional without card readers</li></ul>	<b>Pain Relievers</b>	<ul style="list-style-type: none"><li>- Phone-based card payments—no hardware required</li><li>- Instant capture reduces forgotten invoices</li><li>- Auto-generated invoices with compliant tax info</li><li>- Seamless synchronization with bookkeeping for clean records</li></ul>
<b>Gains</b>	<ul style="list-style-type: none"><li>- Get paid on the spot</li><li>- No manual bank transfers</li><li>- Immediate invoice confirmation</li><li>- Look modern and professional</li><li>- Less paperwork at tax time</li></ul>	<b>Gain Creators</b>	<ul style="list-style-type: none"><li>- Stronger cash flow from quick payments</li><li>- Greater client confidence in digital payments</li><li>- Elevated professional image</li><li>- Less admin time, fewer mistakes</li><li>- Peace of mind with accurate records and audit-ready data</li></ul>

Note: Transfer the information from the table to the diagram

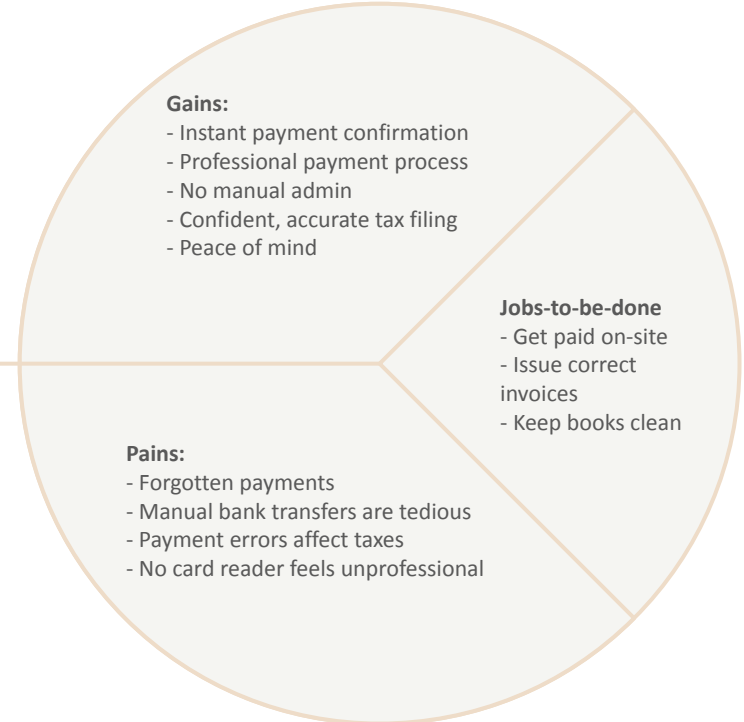


# GTM Value Proposition Canvas

## VALUE MAP



## CUSTOMER PROFILE





# Customer Profile

# Customer's Jobs-to-be-done



*For: Self-employed tradespeople (plumbers, electricians, carpenters, etc.). What are they trying to get done?*

## Content:

- Get paid on-site at the moment the job is completed
- Generate accurate, tax-compliant invoices without extra effort
- Keep financial records organized for tax season
- Manage payments without carrying additional hardware (like card readers)

## Answer These Questions:

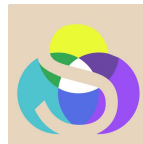
- What does a successful day look like for them?  
Payment done, invoice sent, books updated—all while still with the customer
- What do they need to get done to succeed professionally or personally?  
Get paid quickly and correctly collecting the payment for functional purpose, and feeling professional and in control.

# Customer's Pains

*Identify your customer's frustrations and risks*

## Content:

- Clients forget to pay when asked later
- Dealing with cash or manual transfers is messy and prone to error
- Worry about payment mistakes leading to tax or accounting issues
- Chasing late payments wastes time and feels uncomfortable
- Not having a card reader looks unprofessional and affects trust



## Answer These Questions:

- What makes their work slow, stressful, or costly?  
Following up on late payments, doing manual invoicing after hours, reconciling payments with tax records, and dealing with cash or transfers.
- What are they afraid of messing up or losing?  
Losing money from missed payments, errors in financial records, tax penalties, or damaging their professional reputation.

# Customer's Gains



*Find out what your customer really wants.*

## Content:

- Get paid instantly and professionally, right after completing the job
- No need for cash, bank transfers, or waiting for clients to pay later
- Automatically generate professional, tax-compliant invoices
- Keep financial records clean with no additional admin
- Experience peace of mind during tax season, audits, or financial reviews

## Answer These Questions:

- What does “better” look like to them?  
Payment done on the spot, invoice handled automatically, no follow-up needed
- Are these emotional gains, like peace of mind, status, or confidence?  
Yes, feeling more professional, confident, and stress-free
- What would they consider a pleasant surprise?  
Realising they no longer have to spend evenings sorting invoices or chasing payments



# Value Map

# Products & Services



*Define what you are offering*

## Content:

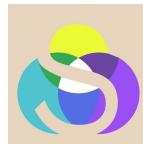
- QuickTap: Tap-to-Pay (softPOS) feature built into Billaro's mobile invoicing app
- Accept card payments directly from a phone without hardware
- Automatically create tax-compliant invoices upon payment
- Sync payments instantly with bookkeeping records

## Answer These Questions:

- Are they matching any of the previous information about the customer, creating gains and relieving pains?  
Yes, the feature directly
  - Enables getting paid on-site.
  - Eliminates late payments, admin hassles, and hardware needs.
  - Provides faster payment, improved professionalism, and reduced admin



# Pain Relievers



*Explain how you solve your customer's pains.*

## Content:

- Customers can tap and pay on the tradesperson's phone; no card reader needed
- Stops forgotten payments by enabling instant transactions
- Automatically generates accurate, tax-compliant invoices
- Payments sync to bookkeeping, removing manual admin and errors
- Reduces stress about late payments, tax filing, and payment tracking

## Answer These Questions:

- How does your product or service help your customer solve problems, reduce costs, simplify tasks, improve emotional state, or address shortcomings of current solutions?  
It removes the need for hardware and payment follow-up. It also helps reduce costs as it lowers the admin effort and improves peace of mind. Current manual methods are prone to mistakes; QuickTap eliminates this risk.

# Gain Creators



*Explain how you deliver real gains.*

## Content:

- Enables faster payments, improving cash flow immediately
- Creates a more professional customer experience, no more “Can you transfer it later?” conversations
- Reduces paperwork and stress around taxes and audits
- Frees up evenings and weekends from admin work
- Strengthens customer trust with seamless, modern payment methods

## Answer These Questions:

- How does your product or service meet your customer’s aspirations, save them costs or efforts, compare to existing solutions, and ease their lives or jobs?  
Tradesperson gets paid faster. Work feels more professional and admin tasks are reduced, saving hours of admin time per month and hardware costs. It offers a better experience than manual transfers or expensive card terminals.  
It also eases tradespeople lives as payments, invoicing, and bookkeeping become automatic and stress-free.

# Turn Every Job Into Predictable Income

You're not just a worker, you're a business

For independent tradespeople who want to turn every job into predictable income and have a professional standing,

but struggle with payment delays, accounting errors, and awkward conversations about money,

QuickTap by Billaro provides an on-the-spot payment experience with instant, tax-ready invoicing,

that prevents late payments, eliminates manual admin errors, and enables full visibility over where their money is and when it's coming,

so they can manage their finances like a real business, make smarter decisions, and stop losing sleep over cash flow.