

Fill in each field using your Value Proposition Canvas outputs

Our _____

■ *Products and Services*

help(s) _____

■ *Customer Segment*

who want to

■ *Jobs to be done*

by _____

■ *verb (e.g., reducing, avoiding)*

■ *and a customer pain*

and _____

■ *verb (e.g., increasing, enabling)*

■ *and a customer gain*

(unlike _____)

■ *competing value proposition*

Need help with your value proposition?

This is the work I do at Up Strategy Lab.

I work with B2B founders and leadership teams to rebuild positioning from the customer's point of view — and make it show up in the pipeline.

TG0: 25% revenue growth after repositioning.

MuchSkills: 100,000+ users, Everest Group

Major Contender 2026.

Work with Daniel → upstrategylab.com

The Visibility Edge

Newsletter · 7,000+ B2B founders and operators

Every few weeks I write about value proposition work, B2B positioning, and the commercial problems I am working through in practice.

No fixed schedule. No filler.

Join → daniel-one.com/newsletter