sparkademy.

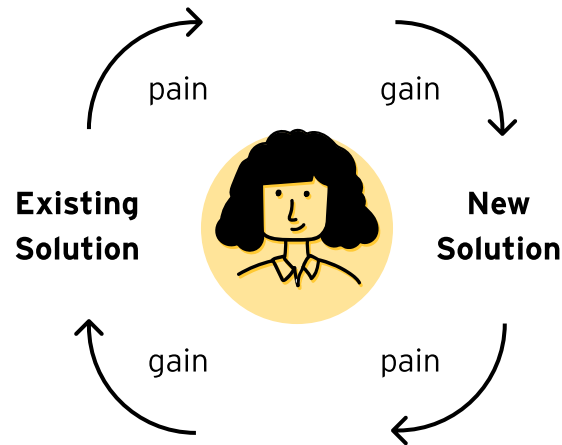# Value Proposition

What Makes Your User Willing To Change?
(Obstacles)

What Makes Your User To The New Solution?
(Benefits)

pain   gain

Existing Solution   **New Solution**

gain   pain

What Makes Your User Willing To Stay?
(Habits)

What Makes Your User Pull Back From Adopting The New Solution?
(Anxiety)