## Value Proposition Worksheet

**Pains** | **Importance of Task**  
Insignificant = 1  
Important = 2 | **Severity of Problem**  
Moderate = 1  
Severe = 5 | **Degree of Gain**  
Nice to Have = 1  
Essential to Have = 5 | **Total Score**  
Importance + Severity + Gain

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