

Your Value Proposition

Below is a basic template or starting point for a value proposition (refine this in your own language once you have filled in the template – it's meant as a guide only)

For _____ (insert specific target customer)

Who is looking for/challenged with _____ (insert their need/problem)

We have developed _____ (insert what it is)

That helps/generates/creates/saves/improves _____
(list values)

Now, write it in your own words in proper sentences (example on back of sheet)

Definition:

The **value proposition statement** should consist of the following components:

- What you are offering to customers
- The specific value associated with your offering
- For whom you are creating the value
- (...Why your product is different from everything else on the market)

Examples:

<p>“Winners is a department store that offers fashion conscious consumers the latest brand names for up to 60 per cent off.”</p>	<p>“A1 Industries has developed an economical and easy-to-use chemical additive that allows paint manufacturing companies to reduce the environmental impact of their products”</p>
<p>“Google is the world’s largest search engine that allows internet users to find relevant information quickly and easily.”</p>	<p>“Google is the world’s largest search engine that automatically provides advertisers with potential customers tailored to the ad content, increasing click-through rates and conversion rates.”</p>

What is it?

For whom?

Values?