

# The Value Proposition Statement

Team name:

Project name:

A **value proposition** is a positioning statement that explains what benefit you provide for who and how you do it **uniquely well**.

It describes your target user, the problem you solve for them, and why you're distinctly better than the alternatives.

You also want to make sure that you convey this in **a single sentence or phrase**.

If you can't make it very clear, there's a fundamental flaw in your positioning.  
Use this template to help you.

**Hint:** you may need more than one **value proposition** statement for more than one user or customer of your solution

Complete this statement:

Our \_\_\_\_\_  
Your solution (product or service)

Help(s) \_\_\_\_\_  
Describe your customer or user

Who want to \_\_\_\_\_  
Describe what your customer or user is trying to get done

By \_\_\_\_\_  
Verb (reducing, avoiding) **and** the customer problems

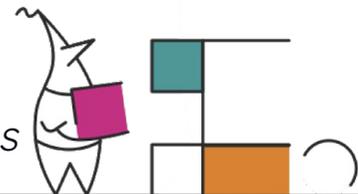
And \_\_\_\_\_  
Verb (increasing and enabling) **and** the customer gains

(option)

(unlike) \_\_\_\_\_  
Other solutions and competitors



*This template helps you identify the benefit(s) your solution provides*



# Value Proposition Statement EXAMPLE

A **value proposition** is a positioning statement that explains what benefit you provide for who and how you do it **uniquely well**.

Here is an example statement for a taxi service!

**Hint:** you may need more than one **value proposition** statement for more than one user or customer of your solution

Complete this statement:

**Our** *Taxi ordering App*

Your solution (product or service)

**Help(s)** *Taxi passengers*

Describe your customer or user

**Who** *want take a journey by taxi*

Describe what your customer or user is trying to get done

**By** *minimising waiting times for the taxi*

Verb (reducing, avoiding) **and** the customer problems

**And** *enjoying affordable prices.*

Verb (increasing and enabling) **and** the customer gains

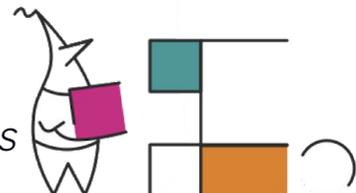
**(unlike)** *typical taxi services booked by*

*phones or hailed on the street*

Other solutions and competitors



This template helps you identify the benefit(s) your solution provides



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**Example statement:**

**Our** *'keep at school' cup*

**Help(s)** *young people at school*

**Who** *care about minimising plastic waste and protect against Covid 19*

**By** *minimising plastic cup usages*

**And** *providing personalised and 100% recycled drinking cups in schools*

**(unlike)** *plastic cups or glass cups used in schools presently*

