The Value Proposition Statement

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.
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*

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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

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