alue Proposition <u>Template</u>



Ad-libs are a great way to quickly shape alternative directions for your value proposition. They force you to pinpoint how exactly you are going to creating value. Prototype three to five different directions by filling out the blanks in the ad-lib below.

OBJECTIVE

Quickly shape potential value proposition directions

Alternative prototypes in the form of "pitchable"

ON-DEMAND VIDEO SERVICE

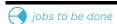


help(s) Entertainment Lovers



who want to

ACCESS MOVIES AND BOXSETS 24/7



REMOVING THE NEED TO GO TO THE CINEMA



PROVIDING A WIDE VARIETY AT A LOW COST

✓ verb (e.g., increasing, enabling)



(UNLIKE CINEMA, DVDS, SCHEDULED T



