

Ad-Lib Value Proposition Template




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



OUTCOME


Alternative prototypes in the form of "pitchable" sentences


Our ON-DEMAND VIDEO SERVICE
 Products and Services

help(s) ENTERTAINMENT LOVERS
 Customer Segment

who want to ACCESS MOVIES AND BOXSETS 24/7
 jobs to be done

by REMOVING THE NEED TO GO TO THE CINEMA
 verb (e.g., reducing, avoiding)  and a customer pain

and PROVIDING A WIDE VARIETY AT A LOW COST
 verb (e.g., increasing, enabling)  and a customer gain

(unlike CINEMA, DVDS, SCHEDULED TV
 competing value proposition **)**