

## **Value Prop Statements**

Fill-in-the Blank Template

A value prop (or value proposition) is <u>a short statement</u> that shares how your product will **provide value or solve a problem** for your customers in a **unique or better way.** 

Fill out the template below with as many value props about your product and company as you can.

Problem Statement:	Your Solution:	Target persona who will care about this solution:
	Problem Statement:	Problem Statement:  Your Solution:

Value Prop Statements 1 of 6



3		
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Value Prop Statements 2 of 6



8		
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	Designed for:		Designed by:	Date:		
Value Proposition Canvas	Start-up Name		Name, Name2,		DD/MM//YYYY	

Value Prop Statements 3 of 6



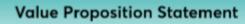
Product			Custor	ner		
Benefits	Experience		Wants		Fears	
A benefit is what your product does for the customer. The benefits are the ways that the features make your customer's life easier by increasing pleasure or decreasing pain. The benefits of your product are the really core of your value proposition. The best way to list out the benefits of your product on the canvas is to imagine all the ways that your product makes your customer's life better.	The product experience is the way that owning your product makes the customer feel. It's the sum total of the combined features and benefits. Product experience is different to features and		The emotional drivers of decision-making are things that we want to be, do or have. Our wants are usually conscious (but aspirational) thoughts about how we'd like to improve our lives. They sometimes seem like daydreams but they can be powerful motivators of action. The wants speak more to the pull of our hearts and our emotions.		Fears can be a strong driver of purchasing behaviour and can hidden source of wants and ne	
Features	benefits because it's more about the emotional reasons why people buy your product and what it means for them in		Needs		any product there is a secret "pa switching ". Even if your produc than the competition, it might no	
A feature is a factual description of how your product works. The features are the functioning attributes of your product. The features also provide the 'reasons to believe'. Many FMCG marketers deride the importance of features because features are no longer a point of difference in most FMCG marketing. But for technology products and innovative new services the features on offer can still be an important part of your value proposition.	their own lives. The product experience is the kernel that will help identify the market positioning and brand essence that is usually built out of the value proposition.		things that th Interestingly, conscious. C they may not these "latent	er's needs are the rational the customer needs to get done. The needs are not always that the state are not always that the state are needs that the state are not always that the state are needs to state are needs that the state are needs to state	enough improvement to overcom inertia of the status quo.	

Value Prop Statements 4 of 6



Product		Ideal Customer						vious competitors, but also existing	
Name your product or service		Name your ideal customer					this far in life without your p	oroduo	sms. Remember that people ct. If your product isn't better have a real-world value pro
			Designed for:	<u>l</u>		E	Designed by:		Date:
Value Proposition	ı Ca	anvas							
Product					Customer				
Benefits		Experience			Wants		Fears		
Features					Needs				

Value Prop Statements 5 of 6





Product	Ideal Customer		Substitutes				
Value Proposition Capvas was designed by: Peter J. Thomson, based on the work of Steve Blank, Clayton Christensen, Seth Godin, Yves Pigneur and Alex Osterwalder							

Value Prop Statements 6 of 6