For	user group	who	motivation	Product	is the	Superlative	Product category	because	Product	Reason	unlike	competitor(s)	which	competitor behavior/feature	Altogether
For	people that work on presentations with other people	who	don't like to manually merge content from team members	Google Slides	is the	best	presentation creation tool	because	Google Slides	allows multiple team members to work on a presentation at the same time	unlike	Microsoft PowerPoint	which	does not have good support for multiple people editing a document at once	For people that work on presentations with other people who don't like to manually merge content from team members, Google Slides is the best presentation creation tool because Google Slides allows multiple team members to work on a presentation at the same time, unlike Microsoft PowerPoint which does not have good support for multiple people editing a document at once.
For	people that build presentations	who	need lots of comp	Microsoft PowerPoint	is the	best	presentation creation tool	because	Microsoft PowerPoint	has the best, most robust animation and graphics handling	unlike	Google Slides	which	only supports basic animation and image editing	For people that build presentations who need lots of complex animations and graphics, Microsoft PowerPoint is the best presentation creation tool because Microsoft PowerPoint has the best, most robust animation and graphics handling, unlike Google Slides which only supports basic animation and image editing.
For	procurement managers	who	want to minimize dollars spent on software	Google Slides	is the	best	presentation creation tool	because	Google Slides	is free to use	unlike	Microsoft PowerPoint	which	charges a subscription fee for PowerPoint and other tools	For procurement managers who want to minimize dollars spent on software, Google Slides is the best presentation creation tool because Google Slides is free to use, unlike Microsoft PowerPoint which charges a subscription fee for PowerPoint and other tools.

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Carrier Pitch Point	Description	User Benefit	Implications/Notes
1. Own the subscriber relationship	Many carriers are concerned about Google's increasing encroachment into the wireless experience and the resulting commoditization of the carrier's solution. NTENT gives carriers back some control by allowing them to control the gateway to the web on mobile. Whether the user is prepaid (where the carrier does not even know the identity of the user) or post-paid, this provides the carrier with the ability to start a relationship with the user and to learn what is important to them (via their browsing and search history).		
2. Improve subscriber engagement	Provides the carrier with the ability to build customer loyalty by interacting with them frequently through an application they use daily (the browser).		
3. Access to digital advertising revenue	Provides the carrier with users' detailed search query and browsing data that they can use to sell targeted advertising for products the customer is likely to be interested in. This advertising can come in the form of an overlay that is visible when the user first opens the browser, banners on the browser QuickStart page, pre-roll videos, sending special offers via push notifications, etc. and can provide significant incremental revenue to the carrier.	Tailored ads for products I may be interested in.	
4. Access to revenue through the sale of data	The browser allows the carrier to collect important usage data (searches, websites visited) that they would not otherwise have access to. This data can be fed into the carrier's data management program (DMP) where it may be sold to advertisers.		
5. Safe browsing	Provides the carrier with the ability to filter out certain content (porn, anti-government activism, terrorist groups, etc.) from users web surfing activities.	Protect me and my family from objectionable content.	We are doing this today.
6. Data privacy and security	Defend users' privacy and security by protecting their data better. Keep consumers' data out of the hands of Google who may keep a lifetime of user activity data – we could delete users' data after 30 days to ensure their data is not exploited or used for purposes.	Protect my privacy.	A carrier could either pursue the data privacy or the selling data approach (but not both). We could choose to lean into this one further by incorporating VPN functionality and/or other privacy-related capabilities if desired.
7. Gives the carrier the ability to surface their other applications to the user	Help drive traffic to apps and functionality that the carrier built but that have not seen significant usage by subscribers. Often carriers will have invested lots of money building out these apps and executives may have their personal credibility tied up in the success of those apps & functionality – by incorporating these capabilities in our browser or linking to these apps and websites, we can help make the carrier's other efforts more successful.	More convenient access to tools I can use.	May require some development work from our Engineering team.
8. Customization opportunities	Rather than provide a one-size fits all browser (like Chrome or Safari), NTENT allows the carrier to provide their subscribers with additional benefits to the consumer that use our browser that are not available to Chrome or Safari users, including balance check; top up their balance; reward/bonus/loyalty programs, ad blocking, sponsorship usage (watch 100 ads for 10 MB of data), or other value added services that the carrier wants to offer.	Unique features I can't get anywhere else.	May require development work from our Engineering team. Ideally, we will be able to get customization options from capabilities we have built previously (so they are more configurations vs. customizations from our perspective).
9. Speed	Carriers are uniquely positioned to prioritize traffic from their browser vs. other browsers/ applications. We could also bundle in ad blocking to further speed page loading. This ability to provide a differentiated browser speed experience will help to increase subscribers' satisfaction with the carrier.	Less waiting for websites to load.	
10. Future Options	Provides the carrier with the option to later swap out the search engine to start capturing search advertising revenue. Carrier can elect to take our browser with our search, our browser with an alternative search engine or our browser with any search option plus customization.		We could also provide access to search without the browser if the carrier has websites or applications that would benefit from our search capabilities.

What are we doing today:				
1) any value propositions that are missing				
2) how the value propositions we have defined can be stronger, and			
3) to identify any of the value propositions we drafted that don't really hold water.		
Why do we care about Value Propositions?				
Inform product investment decisions				
Provide clarity to those building, marketing, selling, implementing the product		
Inform communications to prospects and customers - a building block for messaging, etc.	
Value Props for				
Carriers/distribution partners				
Users - now				
Users - soon				
Users - maybe someday				
In the works - value props by persona				