Your Value Proposition
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Your Value Proposition (“value prop”) is a sentence or two that describes the value your product or service brings to what customer segment. It is the distillation of your business into its essence; it’s your reason for existing and how you will measure whether or not you are succeeding.

Here are some questions to answer in order to craft your unique value prop:

1. What problem have you observed or experienced that you would like to solve?

2. Who is especially frustrated by this problem?
   
   What about this problem *specifically* frustrates them? What about these people makes them especially susceptible to this problem?

3. How are these people dealing with this problem now?
   
   Are they just ignoring it? What other “solutions” (no matter how imperfect) exist now for this problem?

adapted from work on VentureWell.org
4. What could be improved about those current “solutions”? 

What details about the problem itself or the current ways of solving it have you noticed? What have you noticed about the people using these less-than-perfect solutions?

5. How does your proposed solution address those drawbacks and makes it a “must-have” for the people in Q.2?

Also, what would stop them from using your solution? What hurdles need to be overcome?

6. How will you help potential customer overcome those hurdles and make it super easy for people to adopt your solution?
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The answers to these questions should be compelling for your target customers. If they’re not, now you can go back to the drawing board equipped with the key point(s) you need to address and/or improve on.

When you’re happy with the answers, you can combine parts of them into a Value Prop Statement like this:

“My customer has a problem, and it is that ____.

Current methods used to solve this problem include _____, but are _____ (characterize problems with the current method).

Our solution solves this problem by _____.

We will succeed because we are the only _____.”