

Value Proposition Template

Context _____



Start by defining what the customer needs to get done, their pain points, and what they truly want. Then describe your offering - what it includes, how it improves their situation, and how it's different from alternatives. Use these inputs to draft one or more clear, testable value proposition statement(s) that aligns with real customer needs.

Customer...	Our offering ...	Value Proposition Statement ...
... needs to get done	... consists of	
... is unhappy with	... resolves and improves	
... but wants	... unlike	