

Information Sheet

The Value Proposition Template

What is a Value Proposition?

The value proposition consists of several key components:

- What it is you are offering to your **customers**.
- What **type of value or benefit** is associated with your offering (e.g., cost savings, time savings, revenue increase, customer/employee satisfaction) and how much of it the customer can expect as well as how the value is generated.
- To whom you are offering that value.

Your value proposition forms the core of your business model. Without a value proposition, it is impossible to know if and how your business will make money, which partners you need, the nature of your key operations, and how you will acquire and retain customers

Use this template to start your value proposition statement:

For _____

(Insert who is your target customer?)

Who _____

(Insert the need / problem you are solving for your target customer)

We have developed _____

(Insert what it is and how do you plan to solve this problem for your target customer?
Describe how your solution will benefit your customer.)

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(List the values, that is, what is unique about your way of solving the problem? Why are you better than anyone else in solving this problem?)

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