



Value Proposition Statement

Use the following template to help you develop your own Value Proposition Statement

STRUCTURE

Our (identify product/services)

help(s) (identify target market)

who want (identify opportunity)

by (verb {e.g. avoiding} and a problem/issue)

and (verb {e.g. enabling} and a customer solution)

unlike (competing market alternatives)


EXAMPLE

Nappy Balm Value Propostion Statement

My natural nappy balm
helps environmentally conscious parents
who want to protect against nappy rash and look after the planet
by providing an alternative to unsustainable and inefficient products
and supplying a gentle, reliable, sustainable balm
unlike harsh, petroleum-based nappy creams



YOUR TURN

 Fill yours out below

Our

help(s)

who want

by

and

unlike