

Value Proposition Guide - Part B: Writing a Value Proposition Statement

Have you communicated and validated if the benefits of your technology solution are of value to your target potential customers/clients i.e. how does it add value to their business (e.g. efficiency and effectiveness improvements) and help create potential new market opportunities?

Have you communicated and validated the potential benefits or value for end users (e.g. tested the potential market value of your technology solution with end users and potential customers)?

What is this tool?

This tool will guide you through writing a value proposition statement. It includes a step-by-step process for considering all the key elements of a value proposition statement and tips on how to write a convincing value proposition.



Note

A value proposition is a simple statement that can be described as a promise of value to be delivered to the market/end-user and the customer/client¹, including both financial and the broader changes to society, the economy and the environment your technology solution could positively contribute towards.

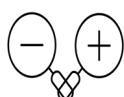
¹ Source <https://cxl.com/blog/value-proposition-examples-how-to-create/>

Why use this tool?

This tool will help you clearly summarise the information from the Value Proposition brainstorming tool (Part A) into a simple paragraph for validation with end users and potential customers. Upon completion of this tool, you will have a clearer idea of whether the potential market (end users) and customers/clients will see value in your technology solution.

How to use this tool

Follow the steps below to write a clear, concise and impact focused Value Proposition Statement.



Step 1. Consider both what motivates and limits your potential customers from buying your technology solution.

Understanding and focusing on the key motivations and avoiding the things that lessen potential customer interest in your technology solution is an important foundation for any value proposition statement.

Part A of this Value Proposition Guide can help.



Step 2. Write a statement

There is no right or wrong way to write a Value Proposition Statement.

If you need help, refer to the **Value proposition statement template**.



Step 3. Test and validate your value proposition

Once you have written your value proposition statement, test and refine it as needed.

Questions to help test and validate your value proposition statement with potential customers/clients include:

- Is this of interest to you?
- Would you be willing to buy it?



Tip

For writing a convincing value proposition

1. Be as specific and clear as possible. Use simple words, including active verbs and strong nouns.
2. Avoid any self-serving statements, hype or false promises.
3. State emphatically how your value differs from your competitors.
4. Communicate a single, powerful benefit with a tangible outcome or measurable result.
5. Create a sense of urgency.
6. Explain how the product/service mitigates the end user's risk.
7. Make it clearly understood in less than one minute.
8. Establish credibility and provability.

Source: McDonald, 2015. How to write a killer Value Proposition. E-book published by PleinAire Strategies https://pleinairestrategies.com/wp-content/uploads/2016/08/e-book_value_proposition.pdf



Note

If you do not have an interested customer you may need to consider redoing **Step 2: Market Discovery** conversations, looking for other customers, or even abandoning commercialising your product or service.

Value Proposition Statement example

Example

For **Aquaculture farmers** *(the target end user)*

Who **need water free of oil for their ponds**

(specific need, demands, buying criteria)

We provide **a natural oil-removing product for your ponds** *(solution name or type)*

That **both rapidly absorbs oil and substantially reduces fish/prawn mortality** *(specifies benefits and business values of opportunity)*

Because unlike **existing water filters** *(the competition)*

Who **are more expensive and less effective** *(provide solution, features, functions, benefits)*

Our research product/solution delivers **an environmentally sensitive, competitively priced product that is easy to install at the inlet for the pond and is safe and simple to dispose of** *(better approach, solution, features, benefits)*

That **allows farmers and businesses to meet national water regulators, increasing their incomes and enhancing food security** *(offers a _____(end user) customer experience*

Final Value Proposition Statement

Aquaculture farmers need water free of oil for their ponds. Our biofilm product rapidly absorbs oil, substantially reducing fish and prawn mortality. Existing filters are more expensive and less effective than our environmentally sensitive, cheaper product that is easily installed at the inlet and allows for safe and simple disposal. Our product allows farmers to meet national water regulations, increasing their incomes and enhancing food security.

Value Proposition Statement template

Fill in the blanks using what you know about the market, your potential customers and how your technology solution can benefit them.

For
(the target end user)

Who
(specific need, demands, buying criteria)

We provide
(solution name or type)

That
(specifies benefits and business values of opportunity)

Because unlike
(the competition)

Who
(provide solution, features, functions, benefits)

Our research product/solution delivers
.....
.....
(better approach, solution, features, benefits)

That
(offers a) (end user) experience