Market Validation

Value Proposition Guide: Introduction

What is this tool?

A value proposition is a simple statement that describes the value or benefits your technology solution can deliver to the market/end user and potential customers/clients.[1]

This tool will guide you through a process to develop a value proposition that communicates to your potential customers/clients and end users how your technology solution can add value to their business or life and how it is different from any competitors.

It will help you understand:

1. specific benefits your technology solution can deliver

2. how your technology solution solves problems or improves the situation of end users (also known as the consumers/market)

3. why your ideal customers should buy your technology solution from you (and not from the competition) to open up potential markets.

[1] *Source: https://cxl.com/blog/value-proposition-examples-how-to-create/*

Why use this tool?

Once you have determined there is market interested in your technology solution, this tool can help you validate and refine the market intelligence you have gained from your market discovery. Specifically, this guide will help you identify the key **non-technical** selling points of your technology solution from the end user, customer and industry association's perspectives.

This tool will help you:

• refine your understanding of your potential customers/clients and end user (market) needs including the benefits (motivators) and problems (detractors)

• identify possible opportunities for your technology solution for your technology solution to be used

• develop a clear, concise and relevant statement about the benefits of your technology solution for potential customers/clients who might be willing to pay for it.

How does the tool work?

There are two parts to this tool:

- **Part A**: Understanding your value proposition
- **Part B**: Writing and validating your value proposition.

Each part will take you through a step-by-step process that includes templates and tips to help you develop a relevant, clear and concise value proposition.

Tip

Your impact plans and market discovery information are useful inputs into the process of developing a clear, concise and relevant value proposition for your technology solution.

Note

A value proposition should include both financial and non-financial benefits for the potential customer, as well as the broader economy and the environment (i.e. impact).