

Value Proposition Template

For *[target customer]* who *[statement of the need or opportunity]*,

[Your company name] is a *[market category]* that *[statement of benefit]*.

Unlike *[primary competitive alternative]*, our product *[statement of primary differentiation]*.

Instructions:

[Target Customer]: Identify your ideal customer. Who are you solving a problem for?

[Statement of the Need or Opportunity]: Specify the need or opportunity your customer faces.

[Your Company Name]: Insert your company or product name.

[Market Category]: Define the category in which your solution operates.

[Statement of Benefit]: Describe the key benefit or value your product or service provides.

[Primary Competitive Alternative]: Mention your main competitor or the current alternative to your solution.

[Statement of Primary Differentiation]: Highlight what makes your offer unique compared to the competition.

Example:

For *[busy professionals]* who *[need to manage their time more effectively]*,

[TimeSaver App] is a *[productivity tool]* that *[helps prioritize daily tasks and reduces time wasted on unproductive activities]*.

Unlike *[generic calendar apps]*, our product *[uses AI to automatically adjust schedules based on priority and deadlines]*.