

# ZERO IN Value Proposition Template

Value proposition statements are a great way zero in on the value that you are creating for you customers.

Use the template below to create 3-5 value proposition statements for different ideas that you can pilot or prototype quickly.

Our \_\_\_\_\_  
(Product or service)

Helps \_\_\_\_\_  
(Customer Segment)

Who want to:  
\_\_\_\_\_  
(Jobs to be Done)

By \_\_\_\_\_      \_\_\_\_\_  
Verb (e.g. reducing)      Customer Pain

And \_\_\_\_\_      \_\_\_\_\_  
Verb (e.g. increasing)      Customer Gain

Unlike \_\_\_\_\_  
(Competing product or service)