

# Value proposition



1 hour



Pens, post-it notes and paper



Group

## What?

A value proposition explains how the solution or the prototype solves the target group's problems or improves a situation, while simultaneously delivering specific benefits.

## Why?

The value proposition must explain **why the target group should purchase the solution you have developed.**

## How?

1. Start by looking at the solution or the prototype you have designed or developed.
2. List the PLUS and MINUS points that the solution contributes to when the target group has a job to do. How does the solution eliminate MINUSES? How does the solution help to create benefits for the target group?
3. Develop the value proposition based on the template.

## What do you get out of this?

The value proposition is used to pinpoint the value delivered to the target group by the solution, and is a good tool for securing support for the prototype with the target group, decision-makers and other stakeholders. It is a starting point for evaluating the other components in a Business Model Canvas, and how these are affected by the solution.

# The value proposition

