

AWEC LEARNING EXPERIENCE: VALUE PROPOSITION NAPKIN



Describe what your business does in 1 sentence or phrase

1

Does your business relieve customer pain (solve a problem) or create customer gain (add value)?

- Pain Reliever
 Gain Creator

2

What makes your business unique/different from your competitors?

1.

2.

3.

4.

5.

4

What customer pain does your business relieve OR what customer gain does it create?

3

How do these values help to solve your customers' problem?

5

**VALUE
PROPOSITION**

VALUE PROPOSITION TEMPLATE

[Name of business] [phrase about the solution you provide 1] for customers who [phrase describing customer problem 2 3]. We do this by [unique characteristics 4 5].

6

Why are YOU the best person to solve this problem? What makes this personal to you?

7 BONUS!