Ad-Lib
Value Proposition Template

Ad-libs are a great way to quickly shape alternative directions for your value proposition. They force you to pinpoint how exactly you are going to creating value. Prototype three to five different directions by filling out the blanks in the ad-lib below.

**OBJECTIVE**
Quickly shape potential value proposition directions

**OUTCOME**
Alternative prototypes in the form of “pitchable” sentences

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Our ___________ help(s) ___________ who want to ___________

by ______ ______ __ and_____ ______ __.

(unsafe ___________)

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Products and Services

Customer Segment

Jobs to be done

Verb (e.g., reducing, avoiding) and a customer pain

Verb (e.g., increasing, enabling) and a customer gain

Competing value proposition