

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



Our _____
 *Products and Services*


help(s) _____
 *Customer Segment*

who want to _____

_____  *jobs to be done*

by _____ and _____
 *verb (e.g., reducing, avoiding)*  *and a customer pain*

and _____ .
 *verb (e.g., increasing, enabling)*  *and a customer gain*

(unlike _____ **)**
 *competing value proposition*