

Value Proposition Template



User 1



User 2

For: <i>(Target user)</i>	For: <i>(Target user)</i>
Who want: <i>(Unmet needs)</i>	Who want: <i>(Unmet needs)</i>
We will offer: <i>(Offering)</i>	We will offer: <i>(Offering)</i>
That provides: <i>(Benefits)</i>	That provides: <i>(Benefits)</i>
Uniquely: <i>(Differentiation)</i>	Uniquely: <i>(Differentiation)</i>