

The background of the slide features a photograph of several umbrellas. In the foreground, there is a large red umbrella on the left and a teal-colored umbrella on the right. Behind them are several other umbrellas, mostly in shades of grey and black, creating a layered effect. The lighting is dramatic, with the umbrellas appearing to float in a dark space.

A GUIDE TO GETTING NOTICED

VALUE PROPOSITION

Sheryl Satorre-Estella, PhD.

Value Proposition

THE PROMISE YOU MAKE TO YOUR CUSTOMERS

A clear message that states your offer and why you are different



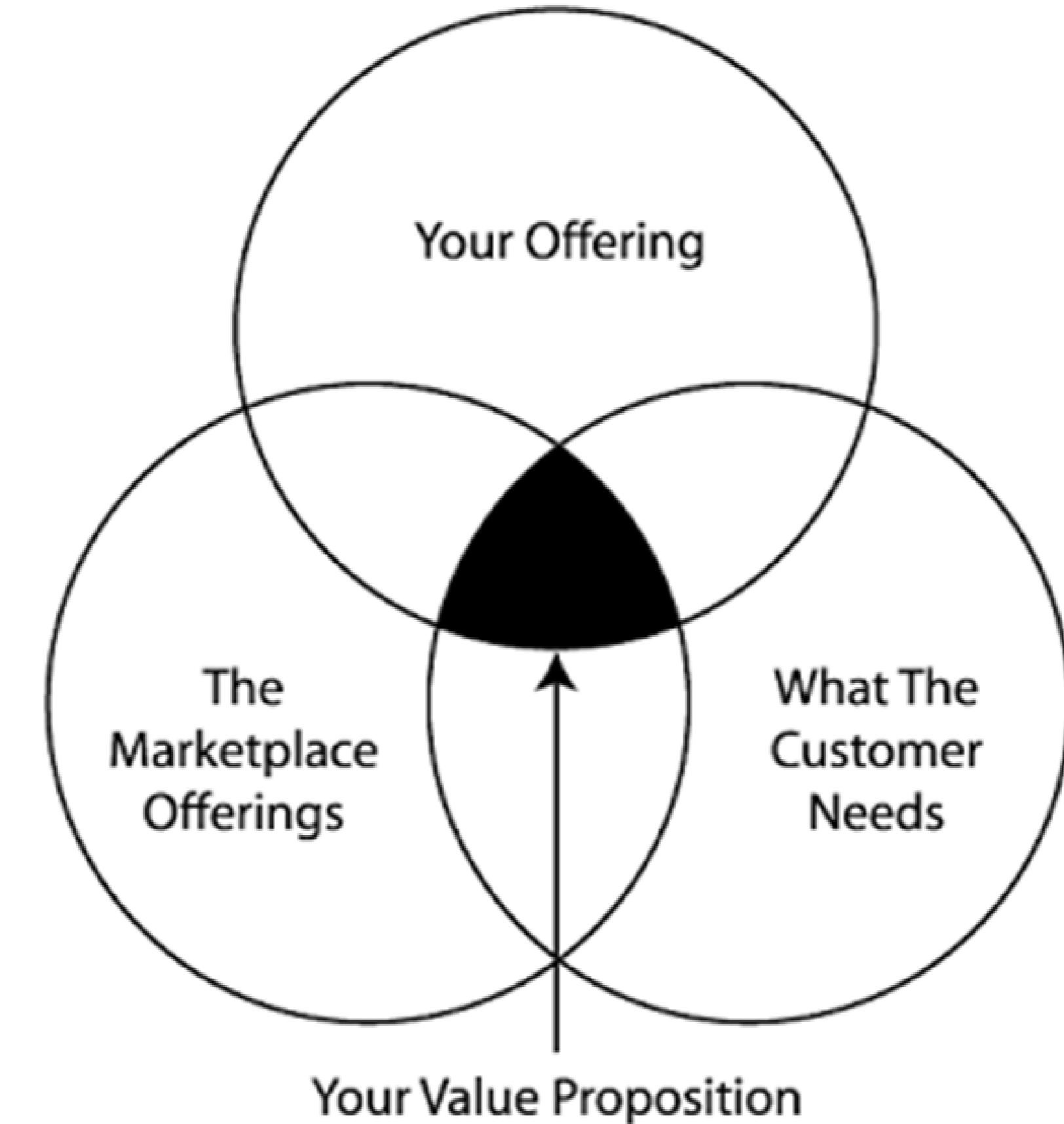
Questions to Reflect

What value do we deliver to the customers?

Which one of our customer's problems are we helping to solve?

Which customer needs are we satisfying?

What makes us unique compared to the competition?

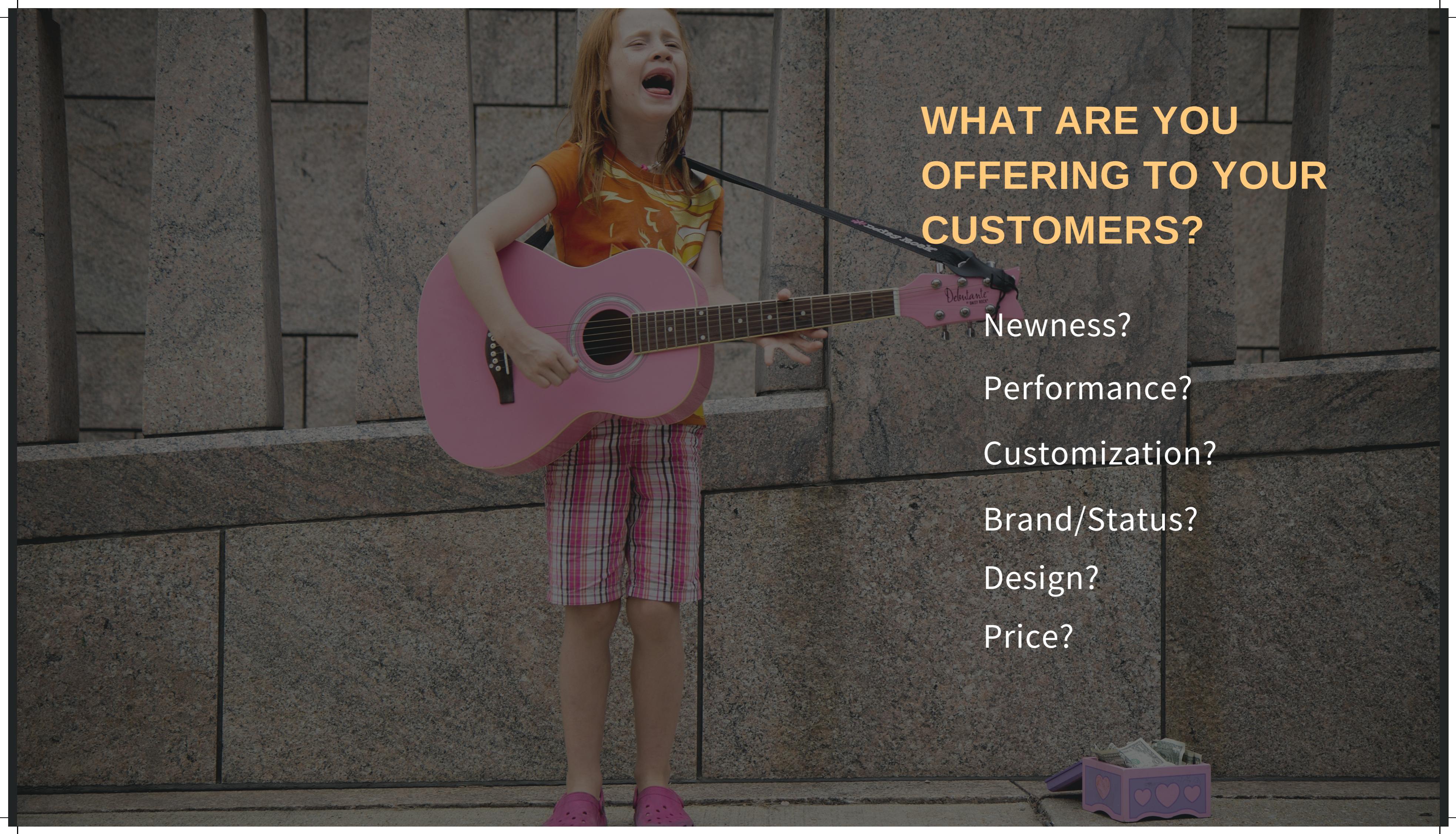


ELEMENTS OF A VALUE PROPOSITION

It must capture the customer's attention.

It must be easy to understand.

It must differentiate you from your competitors.

A young girl with long blonde hair, wearing an orange t-shirt with a yellow graphic and plaid shorts, is singing into a microphone and playing a pink acoustic guitar. She is standing on a set of stone steps. In the bottom right corner, there is a small purple heart-shaped box filled with US dollar bills.

WHAT ARE YOU OFFERING TO YOUR CUSTOMERS?

Newness?

Performance?

Customization?

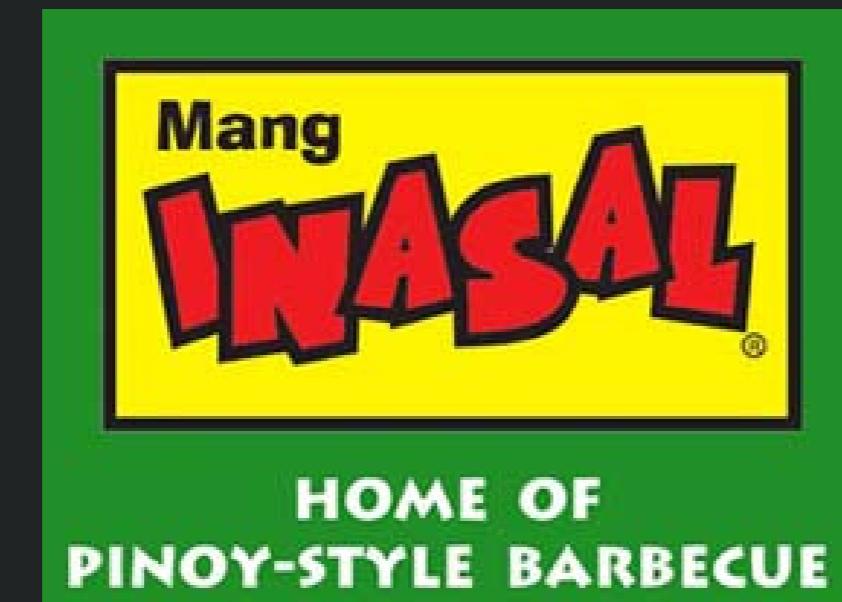
Brand/Status?

Design?

Price?

WHAT IS NOT A VALUE PROPOSITION?

IT IS NOT A SLOGAN OR A CATCH PHRASE.



WHAT IS NOT A VALUE PROPOSITION?

IT IS NOT A POSITIONING STATEMENT.



Elements of a Value Proposition

Source: <https://conversionxl.com/blog/value-proposition-examples-how-to-create/>

1. HEADLINE

What is the end-benefit you're offering, in 1 short sentence. Can mention the product and/or the customer. Attention grabber.

2. SUB-HEADLINE OR 2-3 SENTENCE PARAGRAPH

A specific explanation of what you do/offer, for whom and why is it useful.

3. THREE BULLET POINTS

List the key benefits or features.

4. VISUAL

Images communicate much faster than words. Show the product, the hero shot or an image reinforcing your main message.

CampaignMonitor

- Very clear what it is and for whom
- Specific lead paragraph
- Key features outlined above the fold
- A relevant image
- Features a booster – “100% rebrandable”

The screenshot shows the homepage of CampaignMonitor. At the top, there's a dark header with the logo and navigation links: Features, Pricing, Customers, Resources, Support, Our Story, Blog, SIGN UP, and LOGIN. Below the header, a large blue banner features the text "Email marketing software for designers and their clients". It includes a subtext about sending campaigns, tracking results, and managing subscribers. To the right of the text is a graphic showing a computer monitor displaying a dashboard with various charts and graphs, and a smartphone showing a similar interface. Below the banner are two buttons: "TRY IT FOR FREE" and "VIEW FEATURES". Underneath these buttons are four feature sections with icons and descriptions: "Create & Send Beautiful Emails", "Manage Lists & Subscribers", "Powerful Analytics", and "Mark-up, Resell and Profit". A promotional box highlights a \$15 per month plan. On the right side, there's a section titled "Used by leading designers and companies everywhere" with logos for various brands like Netflix, Facebook, eBay, etc. At the bottom, there are links for "FROM THE BLOG", "OVERHEARD ON TWITTER", "POPULAR RESOURCES", and social media icons.

Stripe

- It's clear what it is and for whom
- Specific benefit oriented sub-headline
- Relevant visuals
- Smooth transition into features and benefits

stripe

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Payments for developers

Stripe makes it easy to start accepting credit cards on the web today.

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Why you'll love using Stripe



VISA DISCOVER

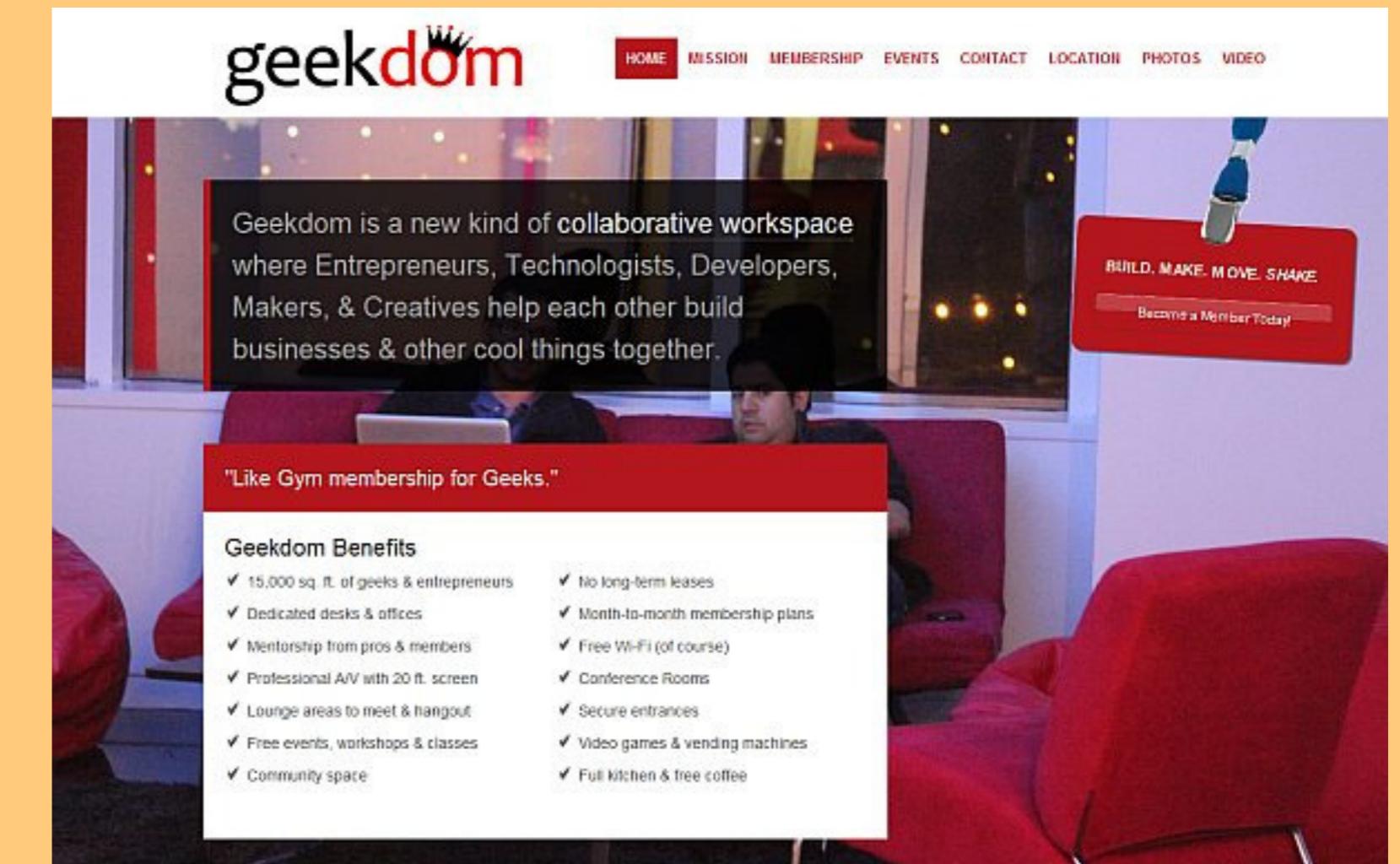
Full-stack payments

You don't need a merchant account or gateway. Stripe handles everything, including storing cards, subscriptions, and direct payouts to your bank account.

To make it all happen, we work closely with some of the best financial institutions in the world.

Geekdom

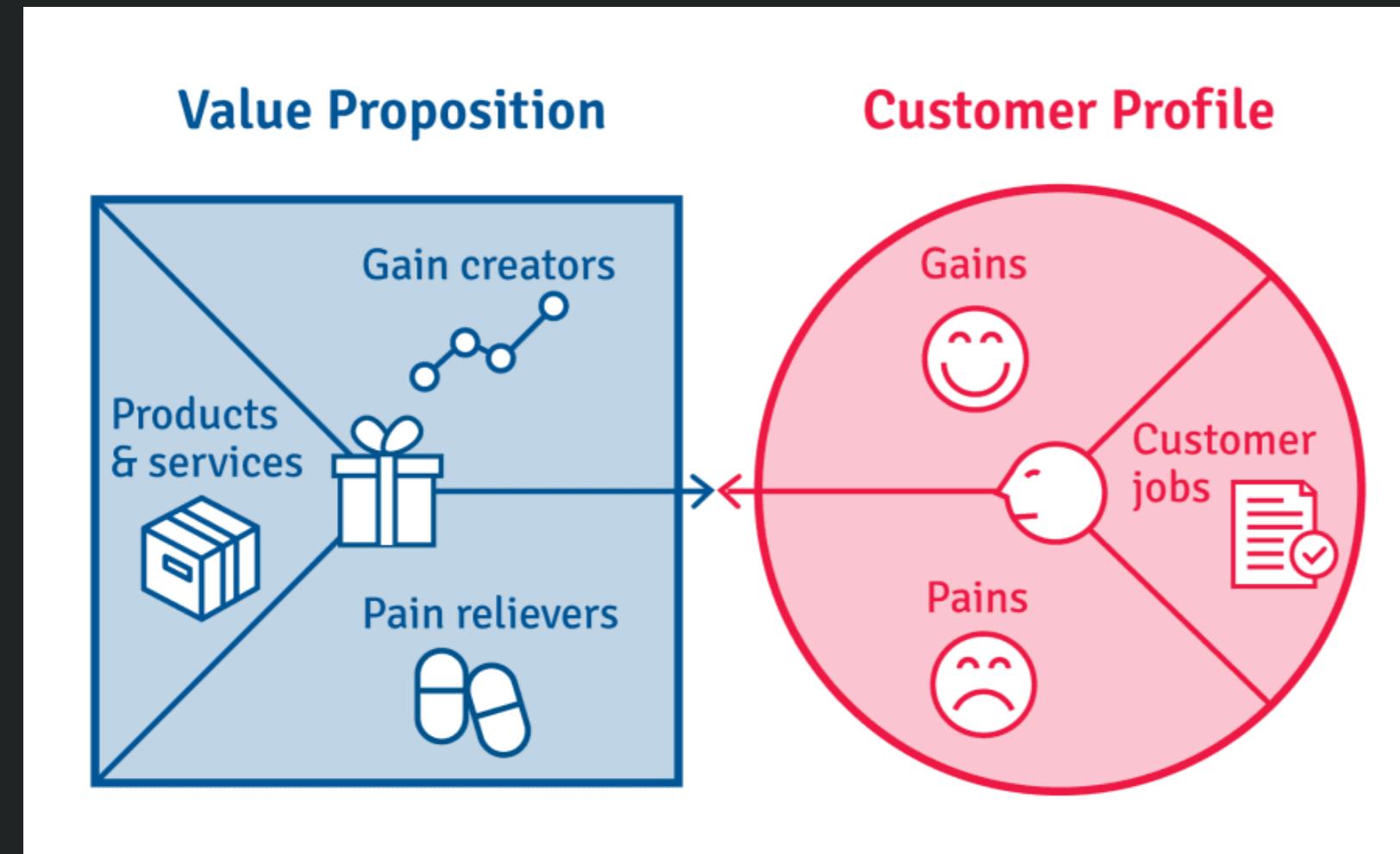
- Clear statement about what it is and for whom
- List of benefits
- Relevant image



Evernote

- A different kind of layout, but well done. It tells a story of ‘what’ and ‘how’ . Easy to follow.
- Key features / benefits listed along with relevant imagery
- ‘Remember everything’ is a good slogan, but I’d add a specific sub-headline underneath it for improved clarity.





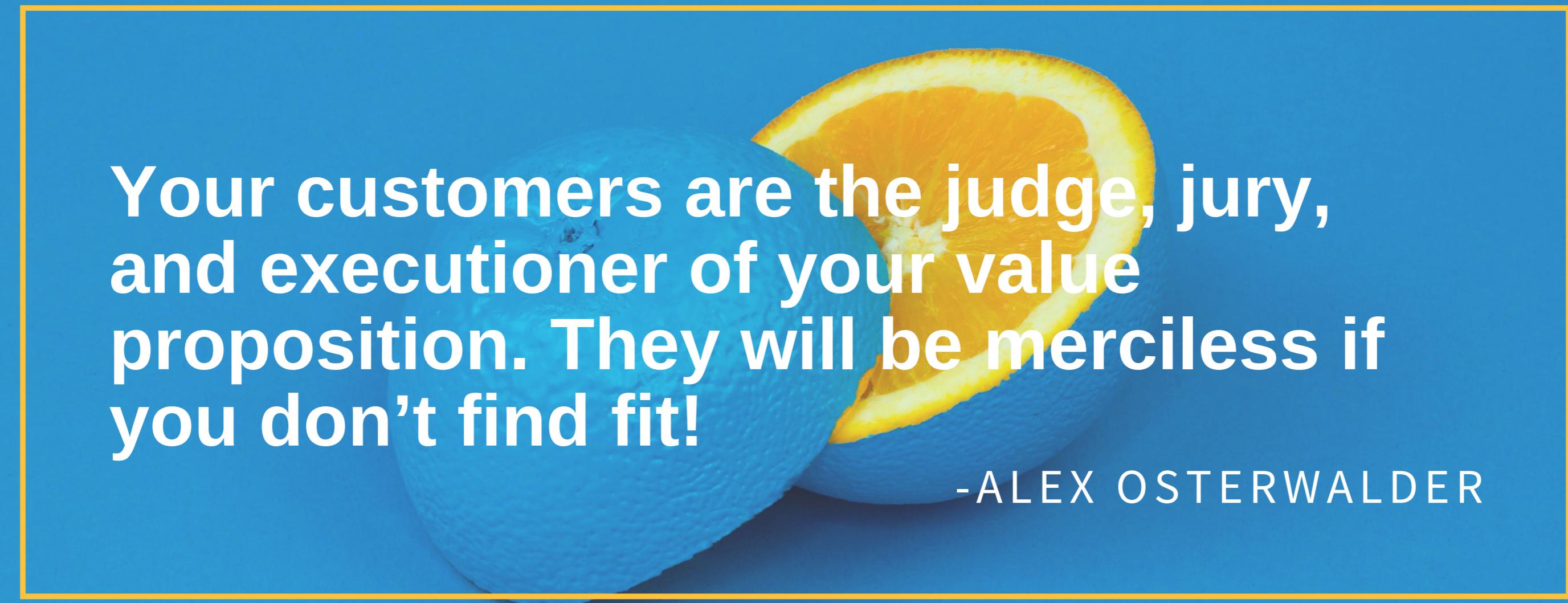
Value Proposition Canvas

A tool which can help ensure that a product or service is positioned around what the customer values and needs.

VALUE PROPOSITION CANVAS EXPLAINED



<https://www.youtube.com/watch?v=ReM1uqmVfP0>



Your customers are the judge, jury,
and executioner of your value
proposition. They will be merciless if
you don't find fit!

-ALEX OSTERWALDER

Thank you.

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<https://bit.ly/sbsstartuplinks>