

10 Characteristics of Great Value Propositions

Use this checklist to design great value propositions or assess your own:

- ☐ Are embedded in great business models
- ☐ Focus on few pain relievers and gain creators, but do those extremely well
- ☐ Focus on jobs, pains, or gains that a large number of customers have or for which a small number is willing to pay a lot of money
- ☐ Align with how customers measure success
- ☐ Focus on the most significant jobs, most severe pains, and most relevant gains
- ☐ Differentiate from competition in a meaningful way
- ☐ Address functional, emotional and social jobs all together
- ☐ Outperform competition substantially on at least one dimension
- ☐ Are difficult to copy
- ☐ Focus on unsatisfied jobs, pains, and gain

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