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Influencer vetting tool that answers two questions: Are they fake? Did they convert?

Value Equation Analysis

Overall Rating   **8** /10

Analyzing the value proposition using Alex Hormozi's Value Equation framework.

🎯 Dream Outcome   8/10

Brands want to see accurate ROI from their influencer campaigns and reduce fraudulent spending, achieving transparency and profitability in their marketing efforts.

🎲 Perceived Likelihood   8/10

Brands may believe in this solution because it integrates with trusted platforms like Shopify and Google Analytics, and offers a guarantee to reduce fraudulent spending by 10%.

⏱️ Time Delay   6/10

Brands can expect to see results within weeks to a few months after implementation, as fraud detection and ROI calculations are integrated into real-time analytics.

💪 Effort & Sacrifice   6/10

Brands need to invest time and resources into integration with existing platforms and ongoing subscription costs.

💡 **Improvement Suggestions**

Increase user appeal by demonstrating quick time to value and lessening integration complexity through more intuitive setup processes.

Alex Hormozi's Value Equation

$$\frac{\text{Dream Outcome} \times \text{Perceived Likelihood of Achievement}}{\text{Time Delay} \times \text{Effort \& Sacrifice}} = \text{Value}$$

Understanding the Value Equation

Alex Hormozi's Value Equation is a powerful framework for evaluating business ideas and offers. It helps identify what makes an offer compelling and how to improve it.

(Dream Outcome × Perceived Likelihood)

(Time Delay × Effort)

Key Components

Dream Outcome

The deeply desired end result that transforms the customer's situation.

Perceived Likelihood

Customer confidence in achieving the outcome, backed by proof and guarantees.

Time Delay

Speed to results - faster outcomes increase perceived value.

Effort & Sacrifice

Resources and energy required from the customer.

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🌐 [Website](#)

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