

Objective 3.1

Value Proposition



# Help First Users Achieve Real Results

Ensure early users gain tangible value from your product, proving it solves real problems and delivers meaningful outcomes.

Early Stage/MVP



# Objective Description

Your goal now is to make sure real people actually get something useful from your product. When someone uses it and says, "This really helped me," you've done it right. It's the first sign that your product works in the real world — not just in your head.

## Why This Objective Matters For Your Startup

Helping your first users succeed is one of the clearest ways to validate your product's value. It transforms your idea from theory into something that delivers measurable results in the real world. Early success stories give you the evidence, confidence, and credibility needed to attract more users, improve your product, and signal progress to investors.

**Confirms Product Effectiveness** – Real users achieving tangible results proves that your solution works outside your assumptions — solving the problem you set out to fix.

**Builds Credibility and Trust** – Demonstrating results makes your product easier to believe in, helping future customers, investors, and partners see its potential.

**Provides Powerful Learning** – Understanding how and why users succeed reveals what features or experiences deliver the most value — and where friction still exists.

**Turns Users Into Advocates** – When people achieve real wins, they're more likely to share their experience, provide testimonials, and help you grow through word-of-mouth.

**Creates a Foundation for Scale** – Knowing what success looks like helps you design onboarding, support, and product improvements that can be repeated for future users.



# Key Concepts & Resources

- Look for *Real Users in Action* using your product in real scenarios.
- User *Outcome Metrics* will measure impact like time saved or efficiency improvements.
- *Testimonials* and *Feedback Loops* will help you gather user stories and quotes.
- Capture the *value moment* or '*a-ha*' moment of realisation.

## Value Hypothesis Framework

*Validate what value users should experience if your product works.*

- Write a simple statement: "We believe that [this customer] will achieve [this outcome] when they use [this feature]."
- Test that belief by observing actual results (time saved, errors reduced, etc.) and user feedback.

This keeps the team laser-focused on proving value in the real world, not just shipping features. It's the most direct path to evidence of product-market fit.



<https://www.youtube.com/watch?v=t7CqXLsaTsM>

## Jobs-To-Be-Done

*Understand the real-world job your users hire your product to do.*

- Interview users to uncover what they were trying to achieve when they turned to your product.
- Identify the "functional," "emotional," and "social" dimensions of the job.
- Align your product experience around the outcomes that matter most.

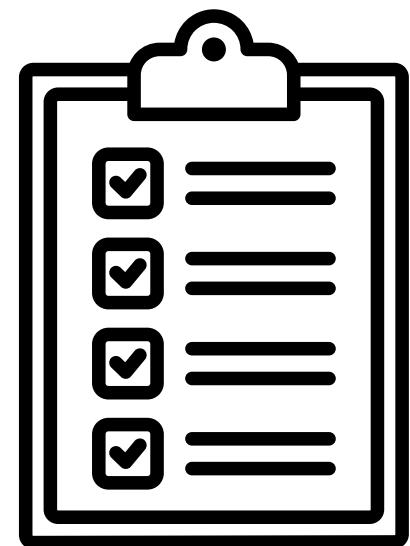
JTBD helps founders move beyond assumptions — uncovering the deep motivation behind why a product creates value for someone..



<https://www.youtube.com/watch?v=Stc0beAxavY>

# Objective Action List

Tick each action as you complete it during your 20-week accelerator programme.



1. I shared the MVP with at least 5–10 real users from my actual target audience (not friends or internal testers).
2. Each user used the product independently within two weeks of release — not a guided demo.
3. I watched or tracked how users interacted with the product (live, recording, or analytics) and noted at least 3 user behaviors or reactions.
4. I wrote down what parts users found easy or confusing during real use.
5. I asked every user what changed after using the product — did it save time, make something easier, or solve a problem?
6. At least 60% of users described a clear improvement or result they experienced.
7. I collected 3–5 short quotes or stories from users showing how the product helped them.
8. I saved these examples with names (or initials) and context, ready for sharing with the team or investors.
9. The product worked reliably in the user's real environment (e.g., on their device, in their workflow, with their network).
10. I identified at least two issues or insights that appeared only during real use and recorded actions to fix or improve them within one week.