

### Objective 2.3

Value Proposition



# Define and Estimate the Customer Value Proposition

Craft a clear, customer-focused statement that explains your product's value, why it matters, and why it's better than existing alternatives.

Ideation



# Objective Description

Write a simple, clear statement that explains what your product does, how it helps people, and why it's better than what they already use. Use the same words your customers use, not jargon. The goal is to show real people why your solution is worth their attention — and to test if they actually care.

## Why This Objective Matters For Your Startup

Defining your customer value proposition helps you clearly communicate why your product matters — and why people should care. It bridges the gap between what you're building and what your customers actually want. When founders can explain the value of their product in simple, relatable terms, it becomes easier to attract interest, secure feedback, and convert early users.

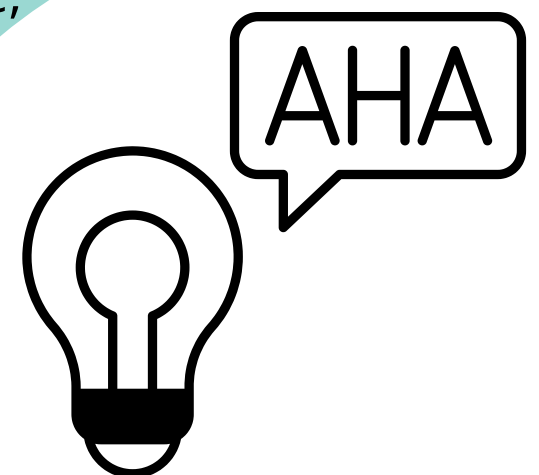
**Clarifies the Core Value** – Writing your value proposition forces you to articulate exactly how your product improves users' lives — helping you move from ideas to a concrete customer promise.

**Connects With Real Customers** – Using customer language makes your message resonate emotionally and practically, showing users you understand their needs and pain points.

**Validates Product Relevance** – Testing your value proposition with real people provides early evidence that your message — and your product — actually connects with your audience.

**Differentiates You in the Market** – A clear, customer-driven message highlights what makes your product unique, simple, or faster than alternatives, helping you stand out.

**Strengthens Marketing and Sales Alignment** – A well-defined value proposition provides consistent messaging that guides product, marketing, and sales teams toward a unified story of impact and value.



# Key Concepts & Resources

- Clarity: A clear, customer-driven value proposition helps people instantly understand what you offer and why it matters.
- Differentiation: Communicating how you're distinct from alternatives builds interest and trust.
- Validation: Testing your message with real customers ensures your promise resonates.

## Value Proposition Canvas

*Visualize how your product creates real customer value.*

- Map Customer Jobs, Pains, and Gains — what users are trying to achieve, what frustrates them, and what they hope for.
- Align your Products & Services, Pain Relievers, and Gain Creators to address those needs directly.
- Use insights to write a clear, compelling statement focused on outcomes.

The Value Proposition Canvas ensures your message connects to what truly matters to your customers — their goals and struggles.



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

## Customer Messaging Fit Framework

*Craft and test messages that resonate before scaling marketing.*

- Write multiple short versions of your value statement and test them with different audiences.
- Listen to how people describe your product back to you - those words often signal true resonance.
- Keep refining until customers can explain your value clearly and enthusiastically in their own words..

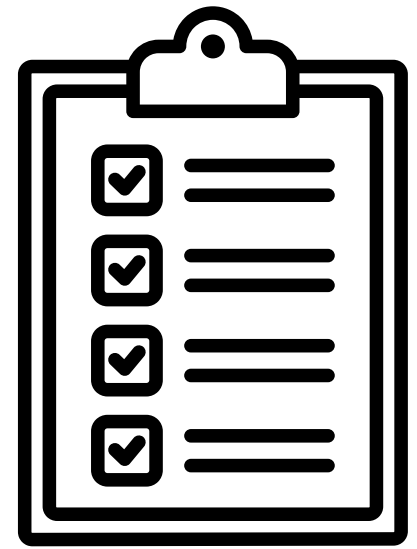
Customer Messaging Fit bridges the gap between product clarity and emotional appeal — ensuring your communication feels authentic and compelling.



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

## Objective Action List

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



1. Collected at least 15 direct quotes from real potential users describing their pain points in their own words.
2. Grouped these quotes into 3–5 recurring themes about problems or needs within 1 week of interviews.
3. Wrote a one-sentence statement explaining what the product does and why it matters — using only customer language, no jargon — completed within 2 days after theme analysis.
4. Shared the value statement with at least 5 peers or mentors and recorded feedback on clarity and understanding, >80% rated clear.
5. Tested the draft statement with at least 10 potential customers; tracked the % who said it “makes sense” and “feels relevant.”
6. Measured whether customers expressed interest to learn more or try the product (target  $\geq 5$  out of 10 showed active curiosity).
7. Identified 3 existing alternatives customers use today and wrote one line explaining why your solution is simpler, faster, or better.
8. Asked 5 potential customers to rate if they see a clear difference (target  $\geq 60\%$  agreement).
9. Revised the statement using customer feedback and documented what changed and why.
10. Created the final version of the value proposition and confirmed at least 8 out of 10 target customers agreed it’s “clear and relevant.”