



THE UNIVERSITY OF
MELBOURNE

Value Propositions Summary

- 1. What are all the benefits of my research / solution/ idea?**

- 2. Describe the current pain points / problems that my solution addresses and how?**

- 3. What is currently the cause of the problem?**

- 4. What is currently preventing the current problem from being resolved?**

- 5. What is currently happening in the market that creates a need for my solution?**

- 6. What is the size, impact, cost of the pain points / problems if they are not addressed?**

- 7. How do the benefits connect to the pain points / problems?**

- 8. For investors, what is the potential commercial / financial outcome from your solution? Do you understand the competitive market? What are the potential gains in dollar value or time saving?**

- 9. What are your audience's business drivers?**

10. Who are your competitors?

For Each Competitors:

- What are their solution's strengths?

- What are the strengths of their team/oragnisation?

- What are their solution's weaknesses?

- What are the weaknesses of their team/organisation?

For Your Solutions:

- What are their solution's strengths?

- What are the strengths of their team/oragnisation?

- What are their solution's weaknesses?

- What are the weaknesses of their team/organisation?
