

BUSINESS VALUE WORKSHEET

Explain Your Project

Using the formula below, explain your project at a high level.

(1) I'm using _____ [X (data source)] _____
 (2) to develop a _____ [deliverable (app, browser extension, dashboard...)] _____
 (3) that _____ [verbs (predicts, suggests, forecasts, maps...)] _____ [Y (output)] _____
 (4) so that _____ [specific customer, audience, user...] _____
 (5) can _____ [solution (what problem are you solving?)] _____

(1) I'm using vault _____
 (2) to develop a _____
access control architecture for development teams _____
 (3) that simplifies onboarding and access control _____

 (4) so that development projects _____
 (5) can reduce AA friction _____

Put it together into a sentence. Reword as needed to make it clear and natural. This is the middle of your Business Value Statement.

I am using vault to develop an access access control architecture for development teams that simplifies onboarding and access control so that development projects can implement strong low friction multi-cloud access control.

Give it a Hook

Why should your audience care about your product? Why does it matter? Give your Business Value Statement an opening statement or question that captures their attention. Quantify the impact by considering these questions:

- How big is the problem space?
- What's the potential market?
- How much revenue is generated?
- How many people are employed?
- How many customers exist?
- How much data is being generated?
- Can you estimate how much time and/or money your solution will save?
- How much are people spending (or losing) on this now?

What is your hook?

Eliminating AA (Authentication and Authorization) friction and smog!

In 2019 there were almost 1500 data breaches costing on average \$3.9 million each. The most recent analysis show that 4 in 5 hacks were in-part caused by weak or lost (stolen) passwords! The Jul 2020 twitter hack of high profile accounts was the direct result AA friction.

Highlight What's Impressive

Close your Business Value Statement by highlighting what was notable/impressive about the technical design/engineering approach you've taken. How is it better than what's currently available? How well does it perform vs. a baseline?

Your Business Value Statement

Put it all together: Hook + Project Explanation + Impressive Highlight.

Examples of Past Statements + Feedback

Next Steps:

- ☐ Practice your Business Value Statement
- ☐ Share it on the Platform: give and receive feedback