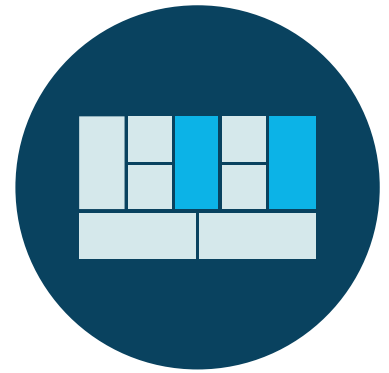# Strategyzer

10 Characteristics of Great Value Propositions

Stop for an instant and reflect on the characteristics of great value propositions before reading about how to design them in this chapter. We offer 10 characteristics to get you started. Don't hesitate to add your own. Great Value Propositions...
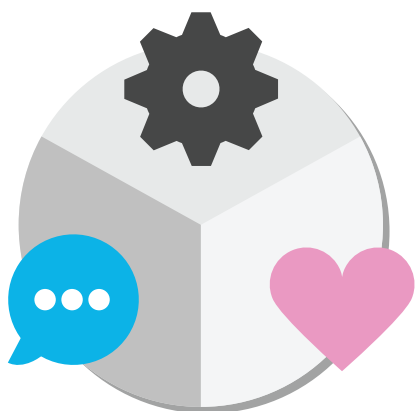
Are embedded in great business models

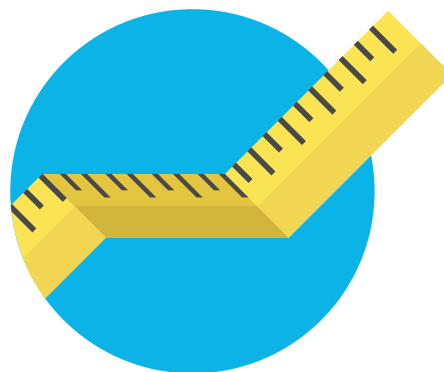**Focus on the jobs, pains, and gains that matter most to customers**

Focus on unsatisfied jobs, unresolved pains, and unrealized gains

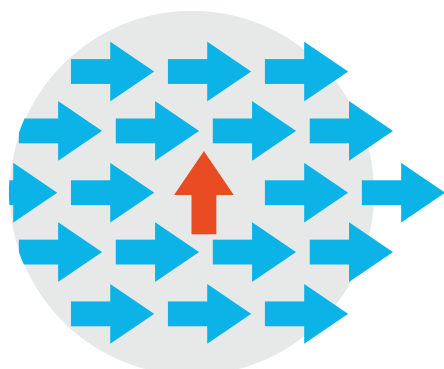**Target few jobs, pains, and gains, but do so extremely well**

Go beyond functional jobs and address emotional and social jobs
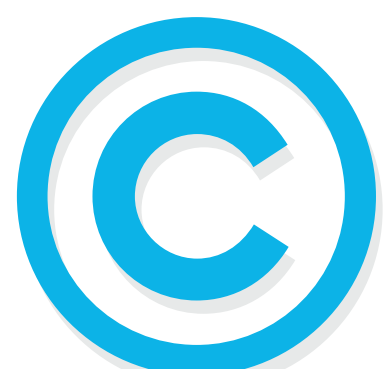
Align with how customers measure success

Focus on jobs, pains, and gains that a lot of people have or that some will pay a lot of money for

Differentiate from competition on jobs, pains, and gains that customers care about

Outperform competition substantially on at least one dimension

Are difficult to copy