

Value proposition

Fill in this middle column
for your product

	Guidance	Your product	Example
Target customer and key benefits	Our... (state your product or service)	Our...	Our Motive electronic log device
	Helps... (state your target customer or target segment)	Helps...	Helps trucking fleets in the US and Canada
	Who want to... (jobs to be done, pains to avoid, gains to seek)	Who want to...	Who want to avoid audits, fines, collisions and lawsuits
	By... (how you do this)	By...	By providing the tools for drivers to accurately log their hours, and the tools for back-office staff to effectively manage a compliance program
Competitive differentiation	Unlike... (state your main competition)	Unlike...	Unlike Omnitrac and PeopleNet
	Our product/service... (state your main competitive differentiator)	Our product/service...	Our product is very driver-friendly
	As evidenced by... (state your proof points)	As evidenced by...	As evidenced by our #1 ranking in ease-of-use