

## Practice Activity: Value proposition



*Craft a value proposition* for Ancestry's DNA testing service

1. Read through the description
2. Use the template to craft a value proposition
3. Compare your answer vs. the instructor answer

## Practice Activity: Value proposition



Use this description to craft a value proposition

### ***Ancestry's AncestryDNA testing service***

- Ancestry's AncestryDNA testing service is the worldwide market leader in DNA testing for ethnicity.
- This service is currently being offered in Europe, North America, Australia, New Zealand, and South Korea. The product has been designed for people who are curious about their ethnic heritage (buried in their DNA). This service provides precise ethnicity estimates for more than 1800 regions worldwide.
- 23andMe is Ancestry's main competitor, but Ancestry's ethnicity estimates are more accurate because their customer data set – powering Ancestry's analytics - is much larger than 23andMe (23 million vs. 12 million).

## Practice Activity: Value proposition

Fill in this middle column  
for Ancestry's DNA service

	Guidance	Your product	Example
Target customer and key benefits	<b>Our...</b> (state your product or service)	<b>Our...</b>	<b>Our</b> Motive electronic log device
	<b>Helps...</b> (state your target customer or target segment)	<b>Helps...</b>	<b>Helps</b> trucking fleets in the US and Canada
	<b>Who want to...</b> (jobs to be done, pains to avoid, gains to seek)	<b>Who want to...</b>	<b>Who want to</b> avoid audits, fines, collisions and lawsuits
	<b>By...</b> (how you do this)	<b>By...</b>	<b>By</b> 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	<b>Unlike...</b> (state your main competition)	<b>Unlike...</b>	<b>Unlike</b> Omnitrac and PeopleNet
	<b>Our product/service...</b> (state your main competitive differentiator)	<b>Our product/service...</b>	<b>Our product</b> is very driver-friendly
	<b>As evidenced by...</b> (state your proof points)	<b>As evidenced by...</b>	<b>As evidenced by</b> our #1 ranking in ease-of-use

Instructor's answer

## Practice Activity: Value proposition

Instructor answer

	Guidance	Your product	Example
Target customer and key benefits	<b>Our...</b> (state your product or service)	<b>Our</b> AncestryDNA testing service	<b>Our</b> Motive electronic log device
	<b>Helps...</b> (state your target customer or target segment)	<b>Helps</b> people in Europe, North America, Australia, New Zealand, and South Korea	<b>Helps</b> trucking fleets in the US and Canada
	<b>Who want to...</b> (jobs to be done, pains to avoid, gains to seek)	<b>Who want to</b> know their ethnic heritage	<b>Who want to</b> avoid audits, fines, collisions and lawsuits
	<b>By...</b> (how you do this)	<b>By</b> providing precise ethnicity estimates from more than 1800 regions worldwide	<b>By</b> 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	<b>Unlike...</b> (state your main competition)	<b>Unlike</b> 23andMe	<b>Unlike</b> Omnitrac and PeopleNet
	<b>Our product/service...</b> (state your main competitive differentiator)	<b>Our product</b> is more accurate	<b>Our product</b> is very driver-friendly
	<b>As evidenced by...</b> (state your proof points)	<b>As evidenced by</b> a larger customer data set powering our analytics (23 million vs. 12 million at 23andMe)	<b>As evidenced by</b> our #1 ranking in ease-of-use