



crafting the value proposition

Edwin Manuel M. Jarlata

Community Development Project Head

CSU-Technology Business Incubator



Workshop Objectives

01

Analyze customer needs, pains, and gains to develop a strong value proposition foundation.

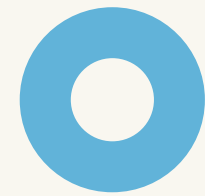
02

Identify key product features and match them to customer needs to create a compelling value proposition.

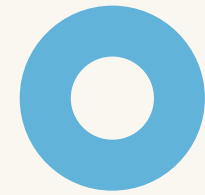
03

Use the Value Proposition Canvas to refine and align project solutions with customer expectations.

What is a Value Proposition?



A value proposition is a clear statement explaining how a product or service solves a customer's problem or fulfills a need.



It highlights the unique benefits and advantages of the offering to differentiate it from competitors.



A value proposition focuses on the customer and how the product or service improves their life or experience.

What is NOT a Value Proposition?



A value proposition is not just a list of product features without explaining how they benefit the customer.



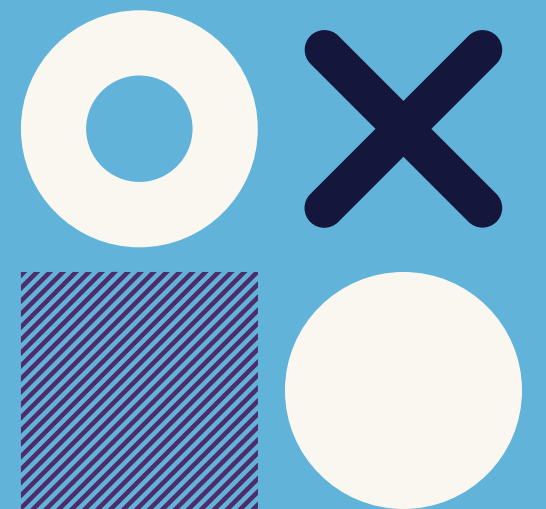
It is not a company mission, vision, or a generic slogan without specific value or context.

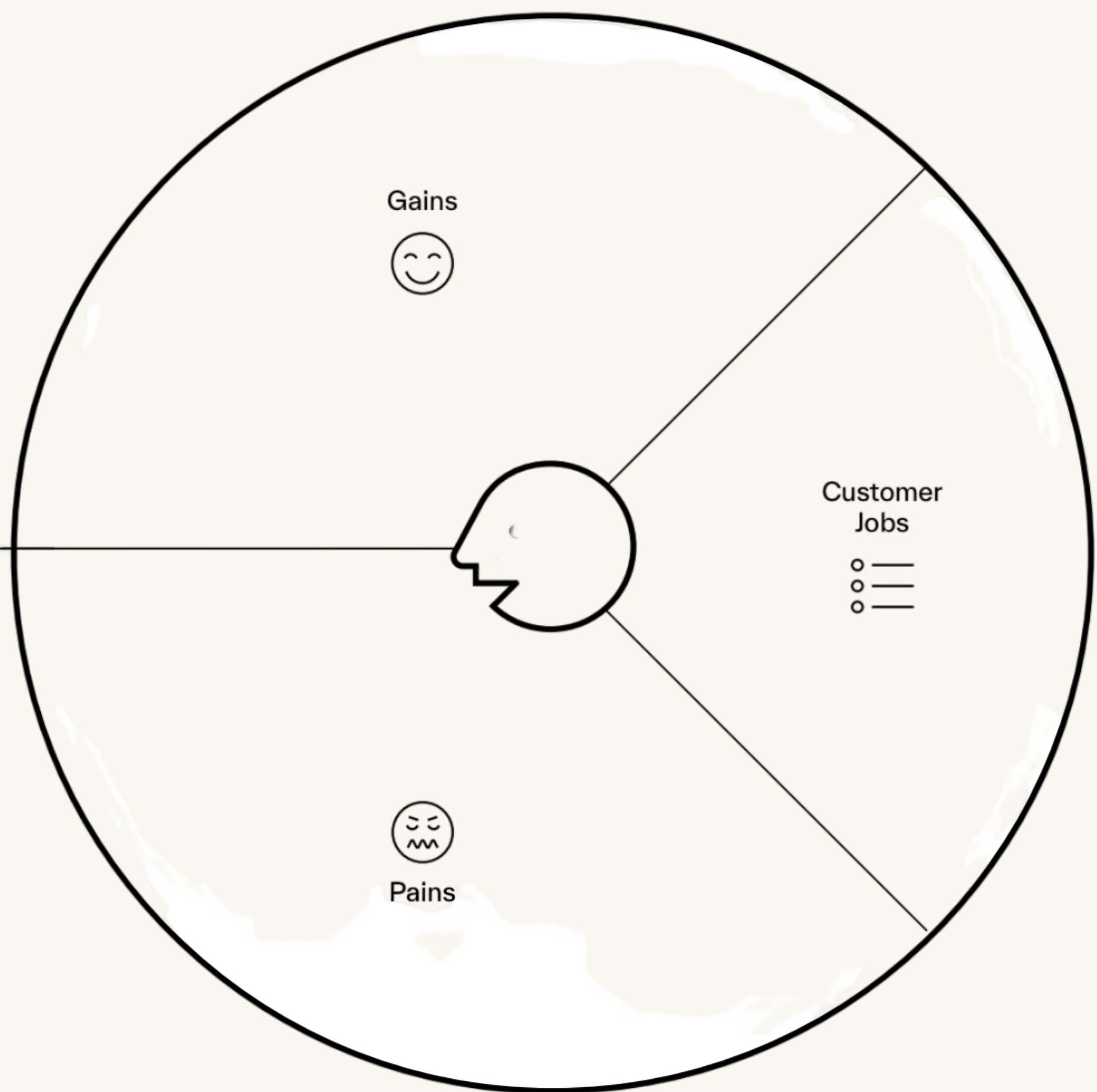


It doesn't focus on price alone or vague claims without backing up the benefits to the customer.

Crafting your Value Proposition

The primary goal of a value proposition is to create a fit between the problem and the solution. A compelling value proposition clearly communicates how a product or service addresses a specific customer pain point or need, highlighting the unique benefits and value that make it stand out from competitors. It ensures that the offering resonates with the target audience, offering them a solution that is both relevant and impactful.





Customer Profile

tool used to deeply understand the target customers, their needs, behaviors, and challenges.



Customer Jobs

These are the tasks or problems that customers are trying to complete or solve. A “job” could be functional (e.g., fixing a broken item), emotional (e.g., feeling confident or secure), or social (e.g., impressing others with status).



Pains

These are the challenges, obstacles, frustrations, or negative emotions customers experience while trying to complete their jobs. Pains are things that make the customer’s life more difficult or less enjoyable.

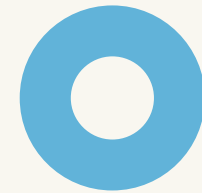


Gains

Gains are the positive outcomes, benefits, or desires that customers want to achieve when completing their jobs. These are the things that make the customer feel satisfied, happy, or successful.

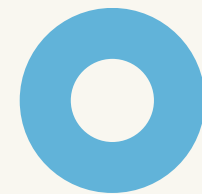
Value Map

tool used on detailing how your products or services create value for the customer by addressing their needs, alleviating their pains, and generating their desired gains.



Pain Relievers

Pain relievers describe how your product or service alleviates the specific pains or frustrations the customer faces while trying to complete their jobs.



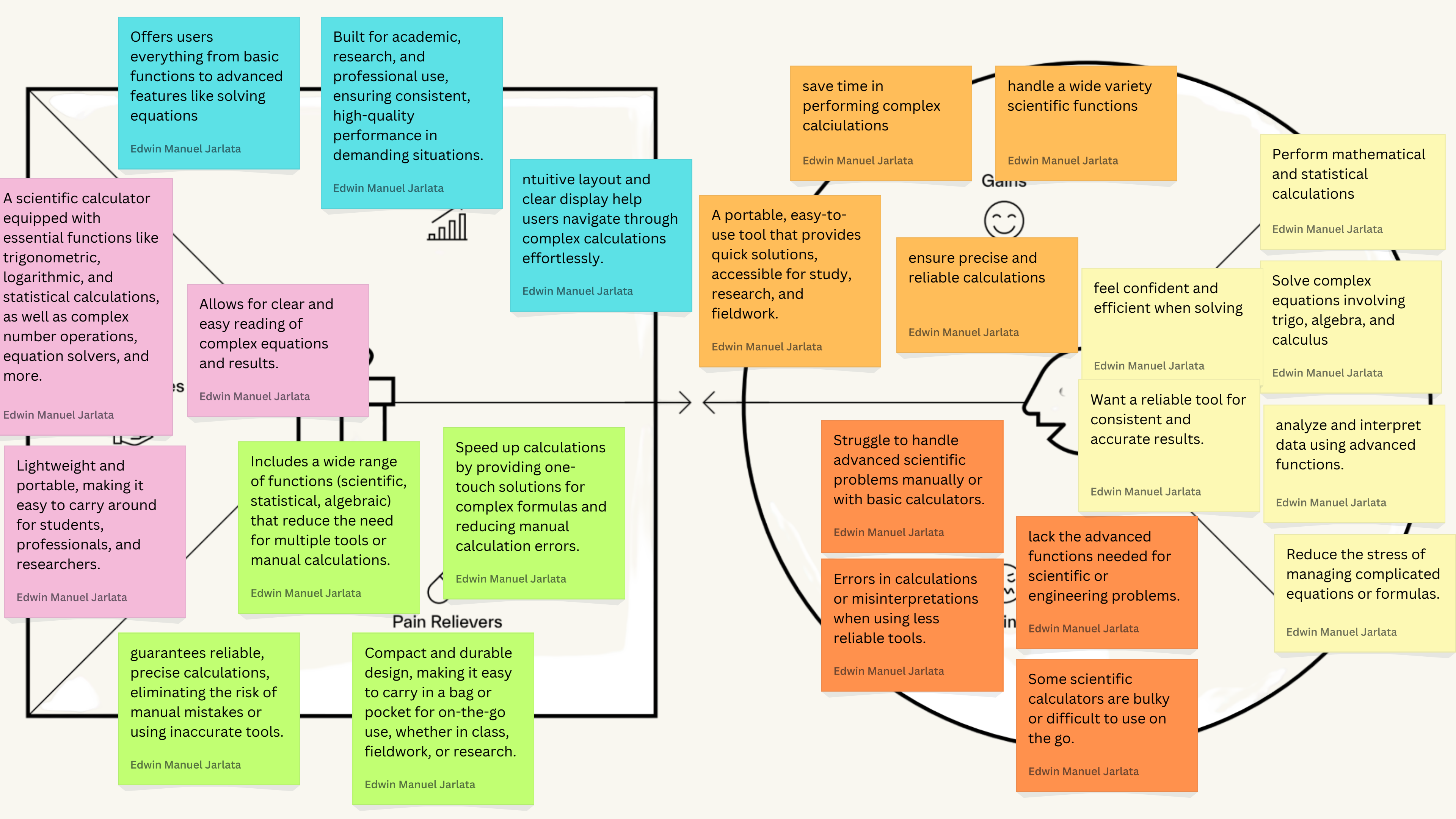
Gain Creators

Gain creators explain how your product or service creates positive outcomes or fulfills desires that lead to customer satisfaction and delight.



Products & Services

This block represents the actual products or services that your business offers to help customers complete their jobs or solve their problems.



Value Proposition Statement Generator



_____ customers _____ who need
to _____ jobs to be done _____ will use
our _____ product/service _____ to
_____ verb (reduce) _____
_____ pain _____ and to
_____ verb (increase) _____
_____ gain _____ unlike
_____ market alternative _____

Value Proposition Statement Generator



Customers who need to perform complex mathematical and scientific calculations will use our scientific calculator to reduce calculation errors and to increase efficiency unlike basic calculators.