

QUANTIFYING THE VALUE PROPOSITION

Quantify in a Concrete Way the Value Your Solution Will Create for Your Target Customer

A

USER OUTCOMES:

The answer to boredom

Organization in Free Time

Simplicity

Central hub for leisure experiences

Fun experience alone or with friends

B

CUSTOMER METRIC:

Socially Active Young Adults

C

COMPELLING ANCHOR:

70% of Young Adults who don;t know what to do in their
free time

D

QUANTIFIABLE STATEMENT:

With the use of our application, 65% of young adults feel more socially active in their free time