



Unique Value Proposition Template

Use this template to describe your idea's unique value proposition.



Unlike _____
(market leader / reference competitor)

our _____
(product's / service's name)

helps _____
(target customer segment)

who want to _____
(problem to be solved / job(s) to be done)

by _____
(verb e.g. reducing, avoiding)

(annoying factors for customer / customer pain e.g. time spent)

and _____
(verb e.g. increasing, enabling)

(customer benefits / gain e.g. 10x lower cost).