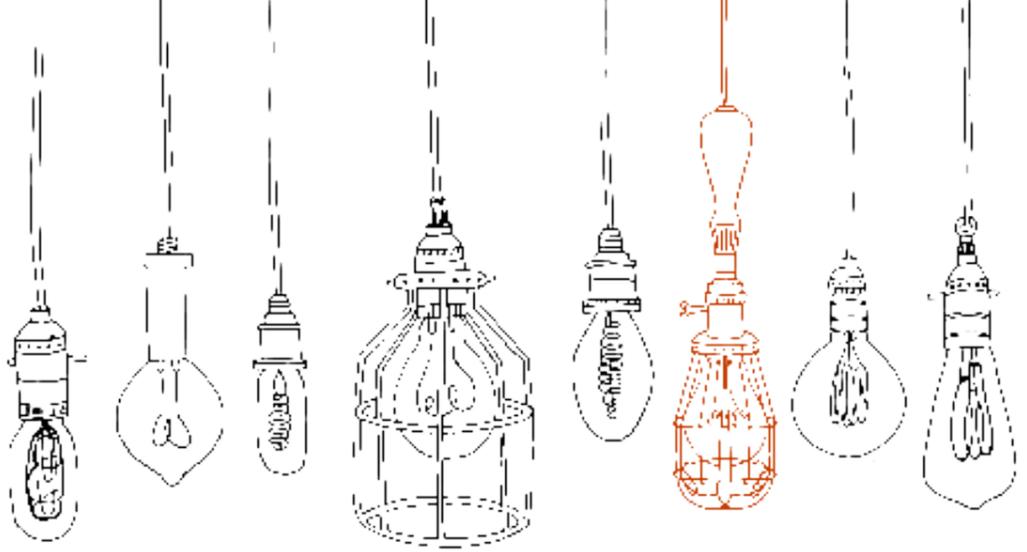


# Value Proposition Frameworks



## Geoff Moore's Value Positioning Statement

For (target customer) who (statement of the need or opportunity) our (product/service name) is (product category) that (statement of benefit).

For non-technical marketers who struggle to find return on investment in social media our product is a web-based analytics software that translates engagement metrics into actionable revenue metrics.

## Steve Blank's XYZ

We help X do Y doing Z

We help non-technical marketers discover return on investment in social media by turning engagement metrics into revenue metrics.

## David Cowan's Pitchcraft

Highlight the enormity of the problem you are tackling.  
Tell the audience up front what your company sells.  
Distill the differentiation down to one, easy-to-comprehend sentence.  
Establish credibility by sharing the pedigree of the entrepreneurs, customers, or the investors.

One person dies of melanoma every 62 minutes.  
We offer a dermatoscope app for iPhone that enables people to easily diagnose their skin, leveraging patented pattern recognition technology trusted by the World Health Organization.

## Simon Sinek's WHY

Why: \_\_\_\_\_  
How: \_\_\_\_\_  
What: \_\_\_\_\_

Why: In everything we do, we believe in challenging the status quo. We believe in thinking differently.  
How: The way we challenge the status quo is by making our products beautifully designed, simple to use, and user friendly.  
What: We just happen to make computers.

## Clay Christensen's Jobs-to-be-done

Action verb: \_\_\_\_\_  
Object of action: \_\_\_\_\_  
Contextual identifier: \_\_\_\_\_

"Manage personal finances at home". (Mint.com)  
"Preserving fun memories." (Kodak's Funsaver)  
"Listen to music while jogging." (iPod)

## Venture Hacks High-Concept Pitch

[Proven industry example] for/of [new domain]

Flickr for video.  
Friendster for dogs.  
The Firefox of media players.  
Jaws but in space.

## Vlaskovits & Cooper's CPS

(who your customer is) (what problem you're solving for the customer) (what is your solution for the problem)

Customer: I believe my best customers are small and medium-sized business (SMB) markets.  
Problem: Who cannot easily measure campaign ROI because existing solutions are too expensive, complicated to deploy, display a dizzying array of non-actionable charts.  
Solution: Low cost, easy to deploy analytics system designed for non-technical marketers who need actionable metrics.

## Dave McClure's Elevator Ride

Short, simple, memorable; what, how, why.  
3 keywords or phrases + KISS (no expert jargon)

Mint.com is the free, easy way to manage your money online.

## The VAD Approach

[verb; application; differentiator]

Share PowerPoint and Keynote slides including audio (Slideshare).  
Create and write blogs via email (Posterous).  
Make VOIP calls easily and cheaply (JaJah).

## The Minto Pyramid aka SCQA

**Situation** - describe what is the current situation  
**Complication** - describe the issue in the situation  
**Question** - describe the question in response to the issue  
**Answer** - suggest answer to ease out or mitigate the issue

With the rise of smartphones and online video the use of data has exploded.  
Consequently, wireless networks become congested and slow.  
How can mobile operators increase their quality of service?  
Our patented routing algorithm helps mobile operators radically increase throughput.

"Here's what our product can do" is very different from  
"Here's what you can do with our product" (Jason Fried) - **Think BENEFITS over FEATURES**