

This worksheet accompanies the INN Startup Guide

**Describe your Customer Segment.** Be as specific as possible. If you have multiple customer segments create a separate Value Prop for each. Use bullet points.

**What problem(s) are they trying to solve? What needs are they trying to satisfy? What tasks are they trying to accomplish? What situation are they seeking to improve?**

**What outcomes and benefits do they want?**(examples: social gains, status, positive emotions, easier lives)

**What risks do they fear? What challenges and difficulties do they encounter?** (examples: financial risks, loss of power or trust, performance issues)

**What is your current or proposed product or service?** (Be concise. Get to the heart of it.)

**How does your product or service produce the outcomes and benefits that they desire? How does it alleviate their fears and challenges?** (You should be able to articulate this in two to four sentences.)

**Who or what are the alternatives that they have?** (There is always an alternative.)

**How do you set yourself apart from the other alternatives?**

**Why should they believe that you can deliver what you say?** Provide proof, for example, by showing past results.

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**Link your answers together and you have a Value Proposition!**

**For** ( *target customer*) **who is looking to** (*solve problem or improve a situation*), **Our** ( *product/service*) **will** (*produce what benefit or alleviate what challenge*). **Unlike** (*list primary alternative*), **our** (*product/service*) **will** (*set*

*yourself apart by showing how you can eliminate their fear) **because***  
*(provide proof).*

Continue to fine tune until it tells a concise and compelling story. Remember one Value Prop per Customer Segment.