

Value Proposition Storyboard

Audience



Who is the primary person, group or organisation that you're serving?
Who will ultimately pay you?

Need



What need are you fulfilling based on a specific problem that you're solving for?
What are they trying to get done?
How is this causing them pain?

Solution



What is your solution that addresses this need?
What are you actually providing to the customer?
How are you creating gains for the customer?

Why?



Why is your solution better than what the audience is currently doing or using?
Why are you better than the competition?

Evidence



Why should people believe that you can and will deliver what you say that you're going to?
What proof points can you use to support your claims?

Remarkable



Why should your audience care?
Why is your solution a 'must-have'?
Why will people take notice of you?
Why should your audience share?
Why does this idea matter?

Statement

Condense your answers in the above cells into a clear and concise statement of no more than 1-2 sentences.

Meme

Create a shorthand meme of 2-5 words that reflects your core value (E.g. "Think Different")

For (Company):

Prepared By:

Date:

Iteration:

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Solution



Why?



Evidence



Remarkable



Statement

Meme

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