AZO
Space of Innovation

Copernicus masters

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1. Building your value proposition

What is a Value Proposition?

A value proposition is a statement you use to summarise why a customer should buy your product or service. It defines your idea or company and it should touch on the problem you are solving, and the solution you are proposing to use.

What makes an idea unique or attractive to customers?

A business proposition is attractive if it is effective at solving a problem. It can be unique because no one else is using the same method to solve that problem, or because your solution is doing it much better than your competitors.

How do you identify and articulate the customer problem?

The problem you solve is as important as the solution you are proposing. The customer problem should explain who really needs the product or service you are developing, and why.

Tell a story – describe who your customer is, what they usually do, and outline the specific problem they encounter. Try to quantify and qualify the problem – how much time or money is lost because of this problem?

How do you outline the benefits customers gain from your solution?

› To present the benefits, use active verbs – explain what the customer gains.
› Try not to be generic. If you have outlined the customer problem effectively, the solution and the benefits will be clear too.
› If it's about saving time, explain how much time, how much faster is your solution?
› If it's about saving money, explain how much money you're saving.

What is a Unique Selling Point?

A unique selling point is the single most important reason why your product or service is better than the competition. Do your research on existing solutions to the problem you are solving.
It can be because of:
› A new technology or a clever combination of existing technology and solutions
› A new, or simply an effective way to charge for your service
› The specific way you deliver your product or service.

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