

VALUE PROPOSITION ANALYSIS



PAIN

Describe the pain point addressed by this value proposition

SOLUTION

Describe the product or service that will resolve the customer's pain

CUSTOMER

Describe the customer. Be as specific as possible, using examples.

CUSTOMER VALIDATION

Describe what has been done (and is planned) to validate that the customer has the pain, and would use the solution

COMPETITION

Alternative solutions to the problem – including direct and indirect competitors and “do nothing”

VARIATIONS / EXTENSIONS

Are there additional features or services that might increase the value of the proposition?

STRENGTHS

Characteristics of this value proposition that give it an advantage in the market

WEAKNESSES

Characteristics of this value proposition that put it at a disadvantage in the market

OPPORTUNITIES

The external factors that make it possible to exploit this value proposition.

THREATS

External factors that might cause problems for this value proposition