

Value Proposition

“No Pain No Gain”

E-Track Luncheon October 16, 2009

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Value Proposition should...

- Identify the problem and why your solution is best
- Compare against the alternatives
- Provide specific, quantified value (\$,Time, % improvement,)
- Should be Customer Pull NOT Technology Push

Value Proposition should NOT be...

- Your tagline, slogan, brand, etc.
- Vague with generic descriptions (Value added, improves performance, better quality) etc.
- Your feature list or product specs.

Problem

- Should be specific and the one that you solve.
- Can use multiple statements to drill down to the one that you address
- Needs to be confirmed from the customer

Solution

- Should be a measurable improvement to all alternative choice.
- May need to solve multiple problems for each player in the supply chain.
- Is not just your product but the benefits your product creates.

Panel Discussion

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Questions for the panel

- Can you each explain the background of the founder and how that helped identify the problem?
- When the problem was discovered where did the alternative choices fail to meet a customers' needs?
- How many versions of the product have you had and what has influenced the changes?
- Did you leverage partnerships to gain access to the market?

Thank You!

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