

# Value Proposition Templates

10 templates for crafting value propositions by the best in the world

A practical reference for crafting clear, compelling value propositions. Each framework below serves a different purpose depending on audience, context, and stage of the business.

## 1. Geoff Moore's Value Positioning Statement

**Best for:** Clear, structured positioning

Template:

For **(target customer)** who **(need or opportunity)**, our **(product/service)** is a **(category)** that **(primary benefit)**.

*For small business owners who struggle to track cash flow, our software is an accounting platform that provides real-time financial visibility.*

**Tip:** Focus on one customer segment and one core benefit.

## 2. Venture Hacks High-Concept Pitch

**Best for:** Quick understanding and memorability

Template:

**(Well-known product)** for **(new domain or audience)**.

*Slack for external customer communication.*

**Tip:** Choose a reference your audience already understands.

## 3. Steve Blank's XYZ Formula

**Best for:** Startups explaining outcomes

Template:

We help **X** do **Y** by doing **Z**.

*We help ecommerce teams reduce cart abandonment by optimizing checkout flows.*

**Tip:** X should be a specific customer, Y a measurable outcome.

## 4. Vlaskovits & Cooper's CPS Framework

**Best for:** Problem-driven positioning

**Template:**

- **Customer:** Who you serve
- **Problem:** What they struggle with
- **Solution:** How you solve it

**Customer:** Marketing managers

**Problem:** Campaign results are difficult to attribute

**Solution:** A simple analytics tool that links spend to revenue

**Tip:** If the problem isn't painful, the value won't be clear.

## 5. Dave McClure's Elevator Ride

**Best for:** Short verbal explanations

**Guidelines:**

- What you do
- How you do it
- Why it matters

*We help freelancers get paid faster by automating invoices and reminders.*

**Rule:** Simple, concrete, no jargon.

## 6. David Cowan's Pitchcraft

**Best for:** Investor or executive audiences

**Structure:**

1. State the size or seriousness of the problem
2. Say what you sell
3. Explain differentiation in one sentence
4. Establish credibility

*Small businesses lose billions yearly due to late payments. We sell invoicing software that automates follow-ups, used by over 50,000 companies worldwide.*

**Tip:** Lead with the problem, not the product.

## 7. VAD (Verb–Application–Differentiator)

**Best for:** Taglines and headers

**Template:**

Verb + Application + Differentiator

*Schedule meetings with built-in timezone intelligence.*

## 8. Jobs-to-be-Done (JTBD)

**Best for:** Customer-centric design

**Template:**

Action verb + Object of action + Context.

*Organize project tasks while collaborating remotely.*

**Tip:** Avoid mentioning your product.

## 9. Simon Sinek's WHY–HOW–WHAT

**Best for:** Brand and mission alignment

- **Why:** Belief or purpose
- **How:** Unique approach

- **What:** Product or service

**Why:** We believe work should be transparent.

**How:** By designing tools that surface progress automatically.

**What:** Project management software.

**Tip:** Strong brands lead with Why.

## 10. Minto Pyramid (SCQA)

**Best for:** Logical storytelling

- **Situation:** Current reality
- **Complication:** The problem
- **Question:** What needs to be solved
- **Answer:** Your solution

*Teams are working remotely. Coordination is breaking down. How can work stay aligned?  
Our platform centralizes communication and tasks.*

**Tip:** Useful for decks and written narratives.