

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.