



Ad-Lib Proposition Template






Ad-libs are a great way to quickly shape alternative directions for your value proposition. They force you to pinpoint how exactly you are going to creating value. Prototype three to five different directions by filling out the blanks in the ad-lib below.



Our _____
 *Products and Services*


help(s) _____
 *Customer Segment*

who want to

 *jobs to be done*

by _____
 *verb (e.g., reducing, avoiding)*  *and a customer pain*

and _____
 *verb (e.g., increasing, enabling)*  *and a customer gain*

(unlike _____)
 *competing value proposition*