

Value Proposition

- **N**eed – important customer or market need, what is the pain point or what delight the customer
- **A**pproach – approach to solve the need, how it address the customer's worries and what makes your approach compelling
- **B**enefits per costs– benefits to the customer, investor, enterprise or maybe partners. What it cost them – money, time, conversion effort? Study and consider their ecosystem
- **C**ompetition or alternatives – who? How your approach is superior? Demonstrate compellingly.