

VALUE PROPOSITION exercise

I offer ___A___ (where A = your core product and/or service)

to ___B___ (where B = your payor: the person who pays money to your organization, whether a public or private entity)

My payor has a problem, and it is ___C___ (where C = the payor's problem, gap, or need)

My product and/or service solves my payor's problem by ___D___ (where D = how you solve the problem)

Example:

Spring Health offers low cost, ubiquitous water purification to rural Indian villages. Villagers currently have a problem in that they are too small to merit existing systems, and therefore have no access to purification. Springhealth solves the problem by creating smaller scale franchises of affordable water purification.