**Idea Title:**

**Date:**

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**Value Proposition**

The offer to the consumer, including how and why it addresses their need / fulfills their job to be done. How consumers themselves would describe the benefit.

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**Channel**

How the value proposition is delivered to the consumer segment. How is delivered to their target customer group. What platforms are growing fastest? How will you (vs. competitors) be able to offer a better deal to your customers?

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**Pricing Model**

How we will price the value consumer proposition, whether via fixed, variable or subscription pricing. Includes alternative sources of revenue, particularly important if the consumer is not expected to pay.

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**Market Segments**

What group(s) of people benefit from the value proposition, how many there are now and in the future.

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**Costs**

How much it will cost to initially develop the value proposition and how much it will cost to subsequently market and deliver it.

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**Partners**

Who will we need to partner with or the input we are dependent on in order to develop our value proposition.

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**Capabilities**

The skills we need in order to create the value proposition particularly the learn.

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**Competitive Strategy**

Who the existing competitive advantage is, who we will react to them and how the threats into the space. How we are positioned to win in the market.

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**Growth Strategy**

How we plan to grow and what we hope our organization will do. How we will sell and go to market.

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**Prompts:**

- How about shipping fast to learn early? Do we have the skills to move and learn fast?
- How about focusing on the minimum offer at launch that shows real benefit?
- How about charging customers less (or even not charging for something) in order to build to critical mass... when there are positive network effects?
- How about partnering with potential future competitors early?
- How about exploring which other groups of consumers are likely to have similar needs?
- How about looking for a passionate sub-segment to market to initially?
- How about deferring costs wherever possible, enabling you to get paid before you have to pay...
- How about negotiating better deals with employees and suppliers by offering them a share of the upside in your company?