



Value Propositions Summary

1. What are all the benefits of my research / solution/ idea?

2. Describe the current pain points / problems that my solution addresses and how?

3. What is currently the cause of the problem?

4. What is currently preventing the current problem from being resolved?

5. What is currently happening in the market that creates a need for my solution?

6. What is the size, impact, cost of the pain points / problems if they are not addressed?

7. How do the benefits connect to the pain points / problems?

8. For investors, what is the potential commercial / financial outcome from your solution? Do you understand the competitive market? What are the potential gains in dollar value or time saving?

9. What are your audience's business drivers?

10. Who are your competitors?

For Each Competitors:

• What are their solution's strengths?

• What are their solution's weaknesses?

• What are the strengths of their team/oragnisation?

• What are the weaknesses of their team/organisation?

For Your Solutions:

• What are their solution's strengths?

• What are their solution's weaknesses?

• What are the strengths of their team/oragnisation?

• What are the weaknesses of their team/organisation?
