Worksheet:
Value proposition statement

[concept name]

using ....

[data]

to ....

[AI capability]

we can help ....

[user persona]

with a better way to ....

[job to be done]

with/without ....

[gain/pain]

because/so that ....

[value]

Draft your value proposition statement with the madlib on the right and iterate it as you learn more about your user and solution.

Data
Which input will you use to inform the model?

AI capability
What are you looking to do to turn data input into a valuable output?

Persona
Who is your user?

Job to be done
What user need does it solve or fulfill?

Gain/pain
What does your user gain in using this solution compared to what they're currently doing?

Value
Why is this important to the user or humanity at large?

Now go out and (in)validate your value proposition with user research.

Iterate and refine the statement, or even pivot or discard your idea, based on your learnings.