

# Product Value Proposition Statement Sample

**Target Customer:**

*[Describe your ideal customer]*

**Need or Problem:**

*[What specific challenge or need does your product address?]*

**Product/Service:**

*[What is your product or service?]*

**Key Benefit:**

*[Main value or advantage your product delivers]*

**Competitive Differentiator:**

*[What makes your solution different or better?]*

**Sample Value Proposition Statement:**

For *[target customer]* who *[need or problem]*, **[Product/Service]** is a *[category]* that *[key benefit]*. Unlike *[primary competitor or alternative]*, our product *[primary differentiator]*.