

Value Proposition One-Pager

Company/Product Name

[Insert your company or product name here]

Value Proposition Statement

[What primary value do you deliver to your customer?]

Target Audience

[Describe your ideal customer or user]

The Problem

[Briefly describe the problem your audience faces]

The Solution

[Briefly describe how your offering solves the problem]

Key Benefits

- *[Benefit 1]*
- *[Benefit 2]*
- *[Benefit 3]*

Competitive Advantage

[What makes your solution unique or better?]

Proof/Validation

[XX%]

[Result/Metric]

[#]

[Number of Customers/Users]

[Testimonial/Quote]

[Customer Name/Source]

Call to Action

[What should interested people do next?]