

HOW TO WRITE A GOOD **VALUE** PROPOSITION



www.LenaAndican.com



“Value proposition is a **simple explanation** of **why someone should choose your product**, showing **how it solves their problem** or **makes their life better** compared to other options.”



✗ **Not a tagline** “Just Do It.” or “I’m Lovin It.”

✓ Serves as the **opening introduction for your product** or company and it must be strong enough to stand on its own.





KEY CRITERIA

Key criteria

1

Specificity: a strong value proposition should provide **concrete details and measurable outcomes**, allowing potential customers to understand exactly what they can expect.

EXAMPLE

✓ **Specific:** Reduce water usage by 40% in agricultural operations within the first growing season using TTPS smart irrigation system.

✗ **Vague:** Reimagine water efficiency in farming.



Key criteria

2

Differentiation: your value proposition should clearly communicate how your product stands out from competitors, emphasising unique features or benefits that are not offered by others in the market.

EXAMPLE

✓ **Differentiated:** MBX carbon offset platform: gain complete transparency and traceability for every offset, thanks to blockchain technology - ensuring your contributions make a real impact.

✗ **Similar:** We provide a way to offset carbon emissions.



Key criteria

3 **Honesty:** It should be something your product can honestly deliver.

EXAMPLE

✓ **Honest:** Store 2x more hydrogen per cubic meter than conventional tanks.

✗ **Unrealistic:** Solve the world's hydrogen storage problem.





WRITING FORMULAS

Formula 1

1

Problem-Solution-Benefit formula: emphasises the customer's pain points, presenting a solution that directly addresses those issues while highlighting the tangible benefits they will gain.

Structure: Identify the problem → Present your solution → Highlight the key benefit.

Example:

"Tired of high energy bills? SunX solar panel system reduces costs by 25% while providing clean energy for your home."

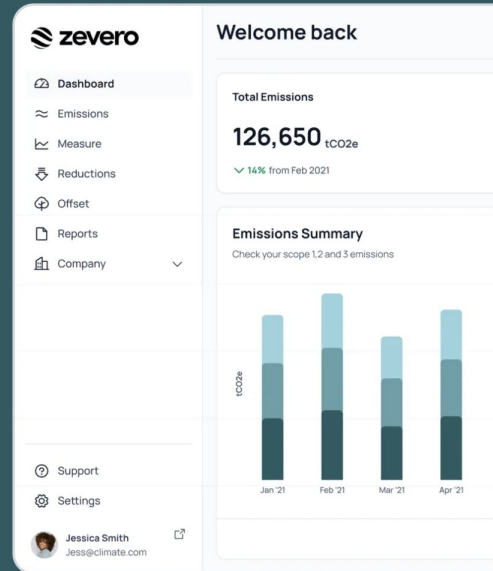


Good example

A platform for carbon management

Zevero accelerates the transition to a decarbonised economy by making it easy for businesses to measure, reduce and report carbon emissions, at scale.

[Request a demo](#)



Zevero clearly states what their product is, the problem it solves for its audience and the key outcomes it enables for its customers.



Bad example

Open Commerce

Unlocking The Selling Power Of Retailers Across The World

For Trade Anywhere

Get in touch



This vague value proposition makes it unclear what the product is, who it is for or what it does for the customers.



Formula 2

2

Feature–Advantage–Benefit (FAB) formula: focuses on the specific features of a product, explaining how those features provide advantages that lead to meaningful benefits for the customer.

Structure: Feature of the product → Advantage it provides → Benefit to the customer.

Example:

"EnerGX smart energy management software (Feature) optimizes energy usage in real-time (Advantage), helping businesses cut energy costs by up to 30% (Benefit)."



Good example

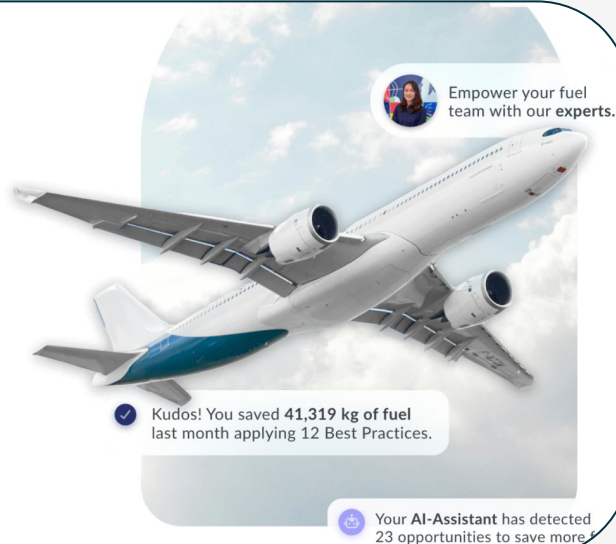
The easiest way to save fuel.

The airlines' preferred AI digital software to save fuel and reach their net zero 2050 goals.

[Discover SkyBreathe® platform](#)

[Book a demo](#)

- ✓ Save up to 5% of your fuel cost
- ✓ Leverage your flight operations data
- ✓ Engage all stakeholders around fuel efficiency



This value proposition is highly **specific**:

It makes it clear what the product is, who it is for and the ultimate benefits it provides to the buyer.



Bad example

New materials for a better future

More than ever we need materials technology and innovation to help us tackle some of our pressing challenges, such as climate change, for humans and the planet.

Next generation catalysts & electrodes for green hydrogen production

We are at the forefront of pioneering next generation catalysts and electrodes for green hydrogen production, in a path towards accelerating decarbonization of the global economy.

Matteco's patented solutions rely on novel non-PGM materials, developed using an innovative nanotechnology that sets a new standard for alkaline and AEM electrolysis.



Here, the company leads with high level statements and very broad and wordy description of what they do.



Formula 3

3

Unique Selling Proposition (USP) formula: highlights what makes a product unique in the market, targeting a specific audience and clarifying the key benefits they will receive from choosing that product over competitors.

Structure: What makes your product unique → The specific audience it serves → The key benefit.

Example:

“CTEX carbon capture technology (Unique): Helping SME manufacturers (Audience) reduce emissions by 50% with no upfront investment (Benefit).”



Good example

On-demand market research platform for B2B

Wynter tells you what your target market wants. We help leaders answer “what are their pain points?” and “what would make them buy from us?”. In under 48 hours.

- Market and brand research surveys
 - Target persona (ICP) research
 - Message testing and validation

Book a demo

Sign up

Wynter makes it clear what the product is, which audience they serve and how the product is **unique** (under 48 hours).



Bad example

We are a technology-driven marketing services company

WELCOME TO



We deliver **principles-powered**, **transparent** and **true** personal data
that makes for higher quality leads

We orchestrate this data across **moments** in the customer journey to
enhance its meaning and **amplify** its value to businesses

Every solution we provide **starts with data** and **delivers outsized
returns**



Unnecessarily
wordy, unclear and
company-focused,
this value
proposition tells us
nothing about the
product, its benefits
or the results it
enables for the
buyer.



PLEASE NOTE!

Before you sit down to write your value proposition –

- ! Be sure you know your audience

- ! Be clear on your positioning

- ! Define your differentiation



About the author

Hi there, and welcome. I'm glad you're here.

Like you, I am driven by the urgency to create positive change in our world. Watching governments and corporations fall short in protecting our planet and people is frustrating, and like many in the sustainability space, I'd like to make a difference.

For me, this is also personal. I want my kids to inherit a world with a stable climate, enjoy walking in green forests without worrying about their food and water being polluted by microplastics. That's why I pivoted from a 15-year career in SaaS sales and marketing to focus on climate and impact tech.

My goal is to assist and support as many founders as possible in making their products successful, contributing to a more sustainable future.

As a positioning and messaging expert specialising in complex technical products, I excel in crafting compelling business narratives. My unique skill lies in translating technical jargon into a clear and concise value proposition.

If weak storytelling and unclear messaging are holding your startup back, let's change that — and help your innovation make the impact it deserves.

Drop me a line at lana@lanaandican.com or connect/DM via [LinkedIn](#).

