

## Defining, Refining, and Tailoring Your Value Proposition

This worksheet will help you clearly define, refine, and tailor your Value Proposition for different audiences. Work through each section in order, and use insights from customer feedback, TRL assessment, and market research to strengthen your final statements.

### Part 1 – Define

Write your first draft Value Proposition. Keep it to 1–2 sentences:

- Who you help
- The problem they face
- How you solve it
- Why your solution is better or different

*Draft Value Proposition:*

---

### Part 2 – Refine

Review your draft and make it clearer, stronger, and more relevant. Use evidence, customer feedback, and market insights to ensure it resonates.

*Feedback received:*

---

*Evidence supporting your claims:*

---

*Refined Value Proposition:*

---

This worksheet was developed as part of the MAIA Business Development Programme, supporting innovators and project partners from Horizon-funded climate projects.



### Part 3 – Tailor

Adapt your Value Proposition for different audiences. Think about their priorities and language.

Audience Type	Key Needs/Interests	Tailored Value Proposition
Customers		
Funders		
Partners		

This worksheet was developed as part of the MAIA Business Development Programme, supporting innovators and project partners from Horizon-funded climate projects.

## Further Resources

### Templates and Tools

#### Strategyzer – Value Proposition Canvas

[Value Proposition Canvas – Download the Official Template](#)

Offers free templates, an explainer video, and examples. Great for structured thinking on customer pains/gains and how your solution meets them.

#### IDEO Design Kit – Human-Centred Design Resources

[Design Kit](#)

Includes empathy tools, user journey mapping, and prototyping guides — useful for refining value propositions based on user insight.

### Guides & Articles

#### Harvard Business Review: “The Elements of Value”

[The 30 Elements of Consumer Value: A Hierarchy](#)

A useful framework showing 30 different types of value customers care about, from functional to emotional and social impact.

#### Y Combinator: “How to Talk to Users”

[How to apply and succeed at Y Combinator : YC Startup Library | Y Combinator](#)

Focused on extracting insights to refine your product and value proposition. Practical, short, and very relevant for early innovators.

### Sector-Specific Resources

#### ExplorerLabs

[How to Build a Sustainability Focused Value Proposition Statement | Sustainable Business Innovation | Explorer Labs](#)

Business Model Innovation, People Planet Profit Purpose, Sustainable Innovation

#### Circle Economy – Knowledge architecture for the circular economy

[Frameworks - Circle Economy](#)

Essential tools for circular economy knowledge management and sharing.

This worksheet was developed as part of the MAIA Business Development Programme, supporting innovators and project partners from Horizon-funded climate projects.