

What's your value proposition "elevator pitch?"

Our

_____ products and services

help(s)

_____ target audience (aka customer)

who want to

_____ jobs to be done, problem to be solved

by

_____ verb (reducing, avoiding, etc)

_____ and customer pain point

and

_____ verb (increasing, enabling, etc)

_____ and a customer gain

(unlike

_____ competing product or service (current solution being used)

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