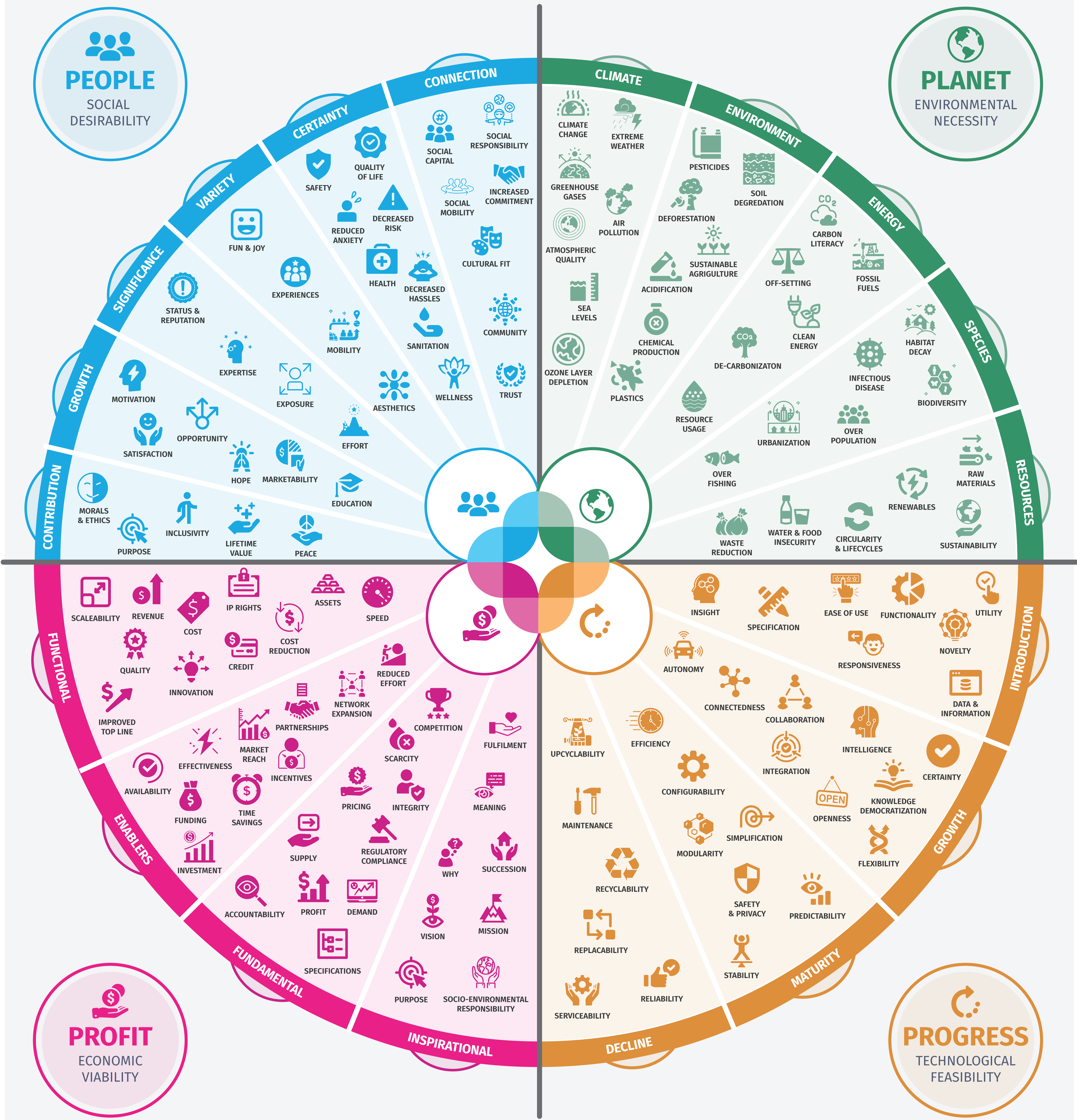


130+ VALUE PROPOSITION TYPES

FOR B2C & B2B SUSTAINABLE BUSINESS



HOW TO USE THIS TOOL

Use this tool once you have created a new concept with specific features defined. Reflect on the underlying value you are creating for your stakeholders: *people, planet, profit and progress*. Use the poster to help you figure-out what value you intend to develop and deliver to the world. Choose 3-6 value types for your concept.





Once you have selected your value types, create a value proposition statement to explain how and why your concept delivers what we need.

SUSTAINABLE VALUE PROPOSITION

PEOPLE, PLANET, PROFIT, PROGRESS

1 VALUE PROPOSITION TYPES

Select the value types you’re creating using the 130+ Value Types Poster

<div> PEOPLE SOCIAL DESIRABILITY</div>	<div> PLANET ENVIRONMENTAL NECESSITY</div>	<div> PROFIT ECONOMIC VIABILITY</div>	<div> PROGRESS TECHNOLOGICAL FEASIBILITY</div>
VALUE TYPE	VALUE TYPE	VALUE TYPE	VALUE TYPE
VALUE TYPE	VALUE TYPE	VALUE TYPE	VALUE TYPE
VALUE TYPE	VALUE TYPE	VALUE TYPE	VALUE TYPE

2 VALUE PROPOSITION KPI’S & METRICS

Metrics to track your chosen value types **Tip:** be as specific as possible according to your strategy

VALUE METRIC OR KPI	VALUE METRIC OR KPI	VALUE METRIC OR KPI	VALUE METRIC OR KPI
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3 SUSTAINABLE VALUE PROPOSITION STATEMENT

Use the helper to write your statement using your value types & KPI’s above

Our

PRODUCT, SERVICE, OFFERING, CONCEPT

helps

USERS, CUSTOMERS, SOCIETY, ECOSYSTEMS, PLANET...

who have the need OR desire to

SOLVE PROBLEM X, JOB-TO-BE-DONE, UN SDG GOALS...

by

VALUE TYPE...

ACTION VERB: (REDUCING, REMOVING, AVOIDING...)

+

VALUE TYPE...

PAINS: CUSTOMER, USER, ECOSYSTEM, PLANET...

and

VALUE TYPE...

ACTION VERB: (INCREASING, SOLVING, IMPROVING, ENABLING...)

+

VALUE TYPE...

GAINS: CUSTOMER, USER, ECOSYSTEM, PLANET...

so that

DESIRED FUTURE OUTCOME(S) X, Y, Z HAPPEN...

Unlike

COMPETITOR OFFER X

our solution is different because...

by

OUTCOME QUANTIFIED KPI'S OR METRICS

HOW TO USE THIS TOOL

Use this tool to help you craft your sustainable business value proposition statement. First start by reviewing the 130+ Value Types tool for sustainable business. Look at each of the four categories and choose 3 different value types corresponding to your innovation project, concept or new business model. Next choose KPI's and metrics for your value.

Finally, use the ad-lib to create your value proposition statement as clearly and simply as possible. Download our example statement tool to help guide and inspire your thinking.