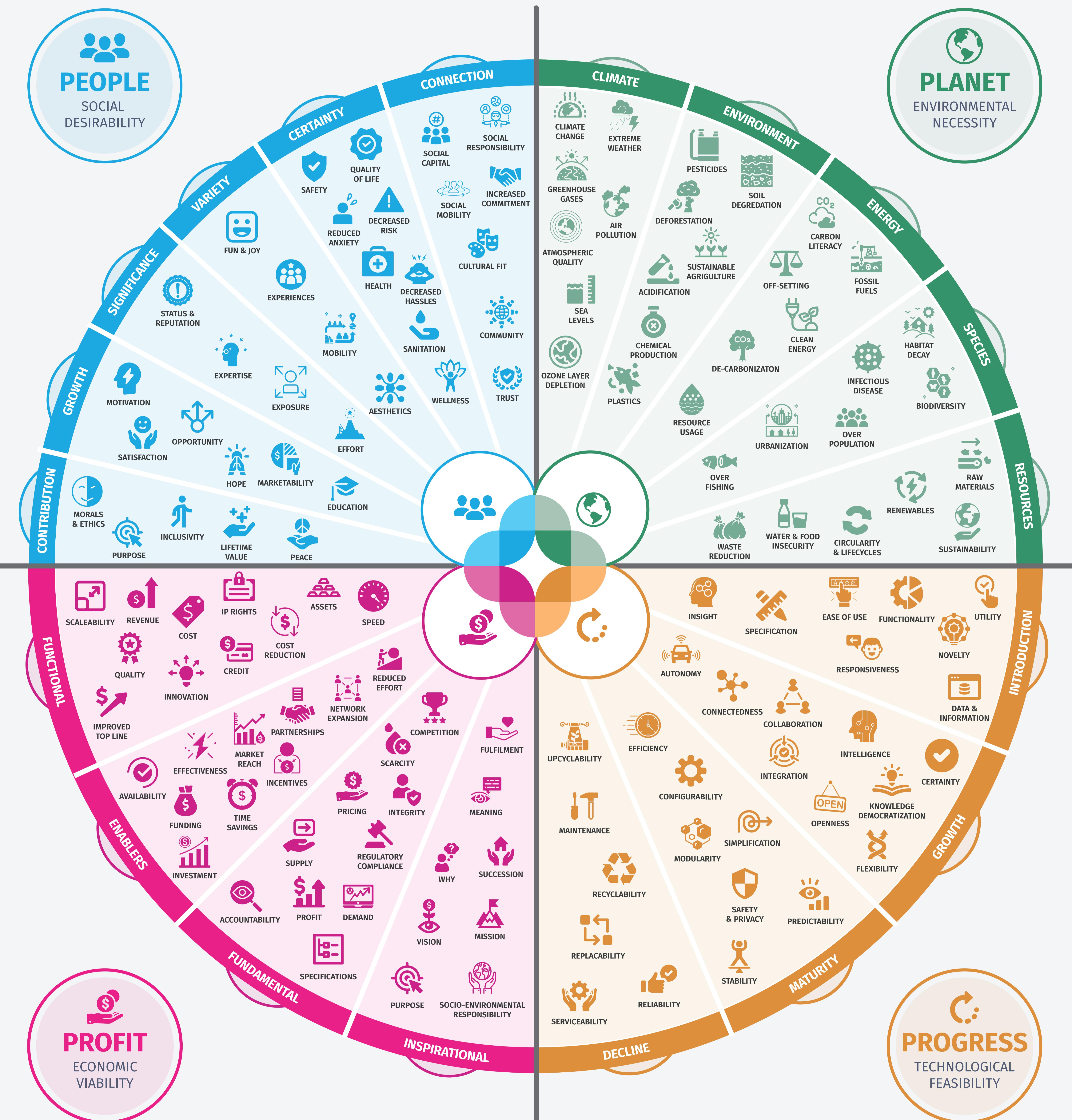


# 130+ VALUE PROPOSITION TYPES

# FOR B2C & B2B SUSTAINABLE BUSINESS



# SUSTAINABLE VALUE PROPOSITION

## PEOPLE, PLANET, PROFIT, PROGRESS

### 1 VALUE PROPOSITION TYPES

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



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| VALUE TYPE |
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| 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

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| VALUE METRIC OR KPI |
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| VALUE METRIC OR KPI |
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| VALUE METRIC OR KPI |
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| 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

ACTION VERB: PROVIDES, ENABLES, CREATES...

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.