



ENTREPRENEUR ROADMAP



DEVELOPMENT STAGE

BUILDING A VALUE PROPOSITION STATEMENT

LEARN MORE ABOUT THE ENTREPRENEUR ROADMAP AT: [JUMPSTARTINC.ORG/ROADMAP](https://jumpstartinc.org/roadmap)



COMMON WAY TO ARTICULATE A VALUE PROPOSITION

For [**A**] who is [**B**], [*your solution*] is a [**C**]
that offers [**D**] by/through/because [**E**].

	KEY
A	Your target customer
B	Experiencing this problem or need
C	Product/service category (app? Platform? Service? Store?)
D	Distinct value
E	How/why you offer this distinct value



ARTICULATE YOUR VALUE PROPOSITION

For [**A**] who is [**B**], [*your solution*] is a [**C**]
that offers [**D**] by/through/because [**E**].

	KEY
A	
B	
C	
D	
E	