



ENTREPRENEUR ROADMAP



IDEATION 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	