Ad-Lib
Value Proposition Template

Ad-libs are a great way to quickly shape alternative directions for your value proposition. They force you to pinpoint how exactly you are going to creating value. Prototype three to five different directions by filling out the blanks in the ad-lib below.

Our ___________ help(s) __________ with ___________ by ______ ______ __

( unlike _________ ___ )

OBJECTIVE
Quickly shape potential value proposition directions

OUTCOME
Alternative prototypes in the form of “pitchable” sentences

Our ___________ help(s) __________ with ___________ by ______ ______ __

( unlike _________ ___ )

OBJECTIVE
Quickly shape potential value proposition directions

OUTCOME
Alternative prototypes in the form of “pitchable” sentences