**Value Proposition Statement**

This is an exercise to identify the **values** derived from the technical **features**.

In this example: Technical **feature** = transparent

**Value** = less embarrassment

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| **<Example>*** For [Coke-lovers feeling embarrassed to drink coke in a health-conscious environment or workplace],
* Who are dissatisfied with [transparent drinks (no coulour but no flavour) ]
* Out product is a [transparent coke]
* That provides [embarrassment-free Coke experience in any refreshment scene (e.g. gym, business meetings)]
* Unlike [Sprite and normal Coke]

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| --- |
| **<Your Technology>*** For [ ],

 target customers* Who are dissatisfied with [ ]

 the current alternative* Out product is a [ ]

 new product* That provides [ ]

 key problem-solving* Unlike [ ]

 the product alternative |

If your invention has multiple features/values, use this form and attach to the invention disclosure.

Tips: All fields should be **nouns**! tls@oist.jp