**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

|  |
| --- |
| **<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] |

|  |
| --- |
| **<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