



Completing the Value Proposition Template will assist an individual/department determine if there is value in a proposed application, system or product, often provided by an outside vendor or contractor, and lend credence to the final decision making process. This template is used in conjunction with the Business Case Document.

*Note: In any table, select and delete any blue line text; then click Home→Styles and select “Table Text” to restore the cells to the default value.*

## Value Proposition Template

### Product / Service Offering

*Provide the product name and version.*

### Project Description

*Provide a high level description of the customer’s problem and how the proposed solution addresses that problem.*

### Target Market

*Who within the organization has relevant pain that is not being addressed? Which in-house organization will most benefit from this solution?*

### What is Our Pain?

*Has the business unit(s) that might benefit from this solution allocated sufficient budget/funds to undertake this initiative?*

### Capabilities Needed?

*What capabilities has the customer identified? What is the customer able to do well, or not do well?*

### Required Features

*Describe the features and functions and how each component will provide the capabilities desired by the customer.*

### Benefits

*Explain how the customer will benefit from the proposed solution in terms of performance, productivity, efficiencies, and cost/ROI.*

### Make vs. Buy Decisions

*Why is the proposed product superior to in-house development?*

*What unique skills, methods, tools, resources, etc., make the proposed product superior to other options?*

*What are the advantages of this product over other potential vendors?*