

[illegible]

**What are your top claims?**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**What evidence can you provide to justify your claim of value?**

1. Claim \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

2. Claim \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

3. Claim \_\_\_\_\_

a. \_\_\_\_\_

b. \_\_\_\_\_

**Craft a clear Value Proposition statement using your top claims and evidence from above.**

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