

Student needs

Value proposition template



A value proposition is a concise statement outlining the unique benefits a product or service offers, why customers should choose it over competitors, and how it solves their specific problems or fulfils their needs. Taking the time to draft a value proposition early on can enable your team to stay focused on the end goal as you make decisions along the way.

Use this template to begin drafting your own.

For (target customer)

Who (statement of need or opportunity)

The (course)

Is a (course type, e.g. short course, PGT)

That (key benefit, reason to buy/enrol)

Unlike (primary competitive alternative)

Our product (statement of primary differentiation)

Key questions to consider:

- What will make this course unique and stand out amongst competition, e.g. key features, price, course length, flexibility, quality of delivery/resources/teaching, etc.?
- Who will be your target audience for the course, e.g. Where are they located? What professions/careers? What is their life stage? What is their motivation for doing the course?
- What value does this course bring to your target audience? And what are they willing to pay for that?
- How have you identified demand for this course? It would be worthwhile understanding the existing interest for courses within your department with your target audience – you could review Google Analytics data for courses within your department pages.