

# The Value Proposition Slide

- The real value the TTO can add at the Disclosure Stage is to create a Hypothetical Application/Product Statement and then a VALUE Statement with the researchers:

**a. Define the Application/Product and the Value proposition thus:**

**For the [named customer], Technology X as Hypothetical Product Y offers [this], [this] and [this], allowing the User to achieve [this] and solve [this problem] better than [the named competition].**

**OR**

**b. We think we have the following: Our (proposed Products and Services based on our Invention), helps (name Customer Segment) who want to (name jobs to be done) by (use verb and identify a customer pain which is addressed by your potential product).**

I did not realize the importance of creating a Value Proposition at the Disclosure Form stage until I realized it is needed for the Patent application and for all Marketing considerations.