



Week 3 – Craft a Value Proposition Investors Can't Ignore

Why This Week Exists

If you can't explain in one sentence why someone should buy your product, you don't have a business — you have a hobby. This week is about carving out a value proposition that punches investors in the gut and makes customers throw money at you.

Your Mission

By the end of this week you'll:

1. Have a one-liner that makes strangers say “oh shit, I get it.”
2. Know exactly which pain you're solving and why it matters.
3. Have a mini-pitch ready to test on real humans, not just your mirror.

Step-by-Step

1. Name the Pain

- Don't waffle. State the pain as if your customer just texted it at 2am.

AI Prompt:

“You are a customer empathy coach. Given my startup idea, write 5 brutally honest ‘customer pain statements’ as if my target customer texted their best friend complaining. Keep it raw, keep it real.”

2. Clarify the Gain

- Translate your solution into something that makes life easier, cheaper, or faster.

AI Prompt:

“You are a startup messaging expert. Given these pain statements, write 5 simple ‘gain statements’ showing how my solution fixes them. Each must be under 10 words and sound conversational.”

3. Draft Your One-Liner

- Formula: [Target Customer] + [Pain] + [Solution] + [Result].

AI Prompt:



“You are an early-stage pitch coach. Using these pain and gain statements, create 10 crisp one-liner value propositions I can use in my pitch deck and website. Avoid jargon, keep it snappy.”

4. Road-Test It

- Tell it to a friend who isn't in startups.
- If they don't get it instantly → it's back to the drawing board.

Pro Tips from the Trenches

- Your value prop isn't about you, it's about them.
- Don't say “AI-powered.” That's like saying “electricity-powered” — investors assume it anyway.
- A great value prop sounds obvious after you hear it. That's the point.

Your Deliverables This Week

- One-liner value prop that even your gran would understand.
- Pain/Gain doc with 3 key pain points and 3 matching gains.
- Test feedback from at least 3 people outside your startup bubble.

Why This Matters

If you can't explain your startup, you can't sell it. And if you can't sell it, investors don't care how “innovative” your tech is. Clarity beats complexity — every single time.