**VALUE PROPOSITION TEMPLATE**

**COOPER & VLASKOVITS**

**COOPER & VLASKOVITS VALUE PROPOSITION TEMPLATE**

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| **CUSTOMER** | [identify your customer] |
| **PROBLEM** | [state the problem you’re solving for the customer] |
| **SOLUTION** | [your solution for the customer's problem] |

**Cooper & Vlaskovits Value Proposition Example**

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| App developers who need to build their user base need a way to contact people in a desired demographic. Our marketing database provides demographic information segmented by any criteria needed. |

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