F03 / EVIDENCE-BASED VALUE PROPOSITION

# Connect the benefit to credible proof

Trace the workflow change, explain how value is captured and choose the proof the buyer actually needs.

| SESSION | TEAM | OUTPUT |
| --- | --- | --- |
| 90 minutes + observation | Commercial + finance + ops | One claim and its next proof |

## 01 KEEP THREE QUESTIONS SEPARATE

### Workflow change

Does the work improve while quality holds?

→

### Value capture

Can the business use the released resource?

→

### Buyer proof

Will the buyer value it enough to act?

## 02 EXPOSE THE ASSUMPTIONS

### Released time x agreed rate = capacity-value proxy

Include eligibility, checking, exceptions, recurring cost and setup. Cash savings require an actual reduction in expenditure.

NEXT DECISION

## Match the next proof to the uncertainty.

Test comprehension, workflow performance and buying commitment separately.

Capacity value is a scenario, not cash saved. Sources and limits: page 5.

CLAIM CHAIN

# Connect the offer to the work

Use one offer in one buying context. Keep the baseline, target, value capture and buyer commitment distinct.

CUSTOMER SITUATION / USER / BUYER

CURRENT COMPETENT ALTERNATIVE

PROPOSED OBSERVABLE BENEFIT

BASELINE / UNIT / ELIGIBLE WORK

TARGET / QUALITY CONDITION

HOW VALUE WOULD BE CAPTURED / WHO CONTROLS THAT CHANGE

FULL OPERATING BURDEN / EXCEPTION EFFORT / DEPENDENCIES

NEXT PROOF / UNRESOLVED ASSUMPTION

NEXT BUYER COMMITMENT / OWNER / DATE

**Label targets as targets. Do not present projections as measured results.**

ECONOMICS AND CLAIM DECISION

# Expose the assumptions behind value

Use one currency and time horizon. These fields hold scenarios, not a guaranteed return or an automatically generated score.

CURRENCY / PERIOD / CAPTURE MECHANISM

| Input / unit | Low | Working | High | Evidence / owner |
|---|---|---|---|---|
| Eligible items per period | | | | |
| Net minutes released per item | | | | |
| Value per hour / capture | | | | |
| Recurring cost / exception effort | | | | |
| Setup cost / allocation horizon | | | | |

Capacity hours = eligible items x net minutes released / 60. A value proxy is not cash saved. Include review and recovery in the time estimate.

OMITTED BURDEN / SENSITIVE ASSUMPTION / REQUIRED MEASUREMENT

CLAIM TO COMMUNICATE / QUALIFY / WITHHOLD

NEXT PROOF / OWNER / REVIEW DATE

ILLUSTRATIVE EXAMPLE

# Eligibility changes the value case

Assume 600 quotations a month, a target reduction from 12 to 7 review minutes and an agreed capacity rate of AED 90 per hour.

| Measure | 100% eligible | 60% eligible |
|---|---|---|
| **Eligible quotations per month** | 600 | 360 |
| **Potential released capacity** | 50 hours | 30 hours |
| **Capacity-value proxy** | AED 4,500 | AED 2,700 |
| **Software/support plus setup allocation** | AED 2,250 | AED 2,250 |
| **Proxy after listed costs** | AED 2,250 | AED 450 |

Monthly equivalent burden: AED 1,500 software/support plus AED 9,000 setup spread over 12 months, or AED 750. Training and management burden are not included.

NEXT PROOF

**Measure eligibility, exceptions and how the released capacity would be used.**

These are capacity-value scenarios, not cash savings, a forecast or client results. Keep a structured supplier-response template in the comparison.

FACILITATION AND SOURCES

# Run the session

Prepare the inputs in the research companion. Retain evidence, unknowns and counterexamples with the decision record.

| | | |
|---|---|---|
| 10 MIN | **Define the customer situation** | Name the role, work episode, consequence and exclusions. |
| 10 MIN | **Describe the current alternative** | Include reliability, familiarity and switching friction. |
| 15 MIN | **Write a testable benefit** | State baseline, unit, direction and quality condition. |
| 15 MIN | **Explain value capture** | Say what actually happens to the released resource. |
| 15 MIN | **Include the full burden** | Account for review, exceptions, integration and support. |
| 15 MIN | **Choose the next proof** | Match the test to the actual uncertainty. |
| 10 MIN | **Set wording and next action** | Assign the evidence owner and review date. |

SELECTED SOURCES / ACCESSED 16 SEP 2026

**Osterwalder / Value Proposition Canvas article / 2012**

**Strategyzer / Usage of our tools**

**Eric Ries / Lean Startup principles**

Original evidence and value-capture ledger, not an adaptation of Strategyzer canvas artwork. Potential capacity value is not cash saved. All numerical examples are hypothetical. The combined method is not validated.