

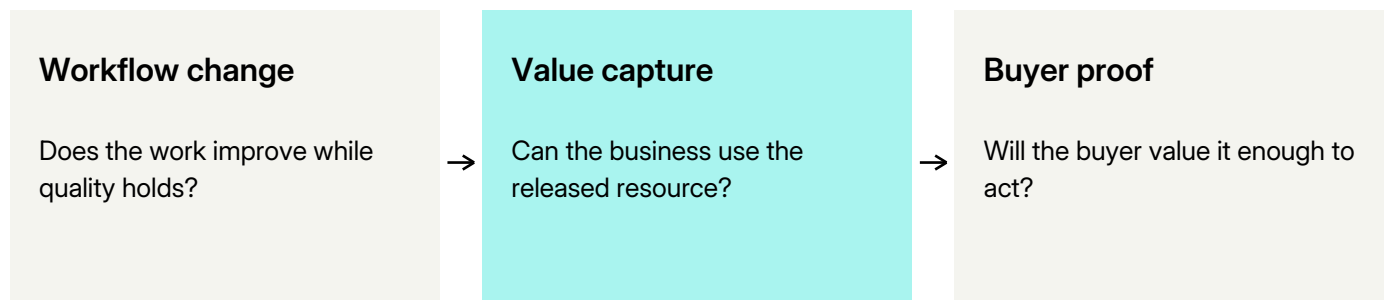
F03 / EVIDENCE-BASED VALUE PROPOSITION

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



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.

Full ledger and access limits: companion.html. Original dotSuper artwork. Reference links identify the underlying sources, not endorsement.