**- Your Star Quality -**

**1. Think about the aspects of your business that make it most valuable for customers, and different from your competitors. Is it related to the technology you use, your service or skill, the business model, price or some other factor?**

*Take a minute to write down all the aspects of your business that are special or valuable to your customers. You can’t be everything to everyone, so think about this carefully.*

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**2. Highlight the main aspect of your business that is your \*star quality\* (also known as competitive advantage), the thing that makes you stand out to your customers.**

**You can then write a value proposition**, which is a simple statement that summarizes why your customers should choose you.

“[Company name] provides a [description of value] [product or service] to [target customer and need]. We are able to do this because of [star quality]”

For example:

*“ABC Tutors provides affordable, after-school group tutoring services for high school students, for parents who believe that education is important. ABC Tutors is able to do this by using a group tutoring model, where pupils learn from others, receiving tutoring support in person and online via a WhatsApp group.”*

Write your value proposition below:

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**Once you are happy with your value proposition, you can write it into your canvas in the Star Quality block.**