



USP

Connect
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WHAT IS A USP?

The unique selling proposition (USP) is



**The reason a product or
service is superior to
competitors.**

WHY IS A USP IMPORTANT?

- A strong USP is crucial for entrepreneurs because it
 - Differentiates their offerings from competitors
 - Provides a competitive advantage
 - Attracts customers
 - Increases brand recognition
 - Builds brand loyalty

REQUIREMENTS FOR A USP

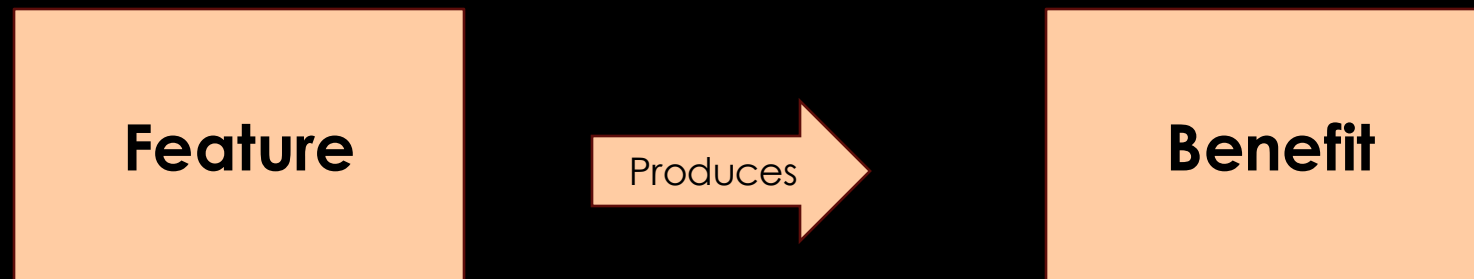
- Buy this product or service for this benefit
- Proposition must be unique
- It attract new customers

BENEFITS VS FEATURES

- A **product feature** is a characteristic of a product that **describes** its appearance, its components, and its capabilities.
- A **product benefit** is how a product satisfies specific needs of customers.
- Think of a benefit as: "What's in it for me?"

FEATURE VS BENEFITS

- You work for a PC manufacturer that emphasizes the speed of its processor.
- Is that a feature or benefit?



FEATURE VS BENEFITS

- You work for a toothpaste manufacturer and you emphasize your toothpaste has fluoride.
- What is the feature?
- What is the benefit?

INFORMATION REQUIREMENTS FOR CREATING A USP

- What are the key benefits your product or service offers?
- What is the customer chain for your product or service?
- Who are the direct and non-direct competitors and what are their benefits versus your product or service?

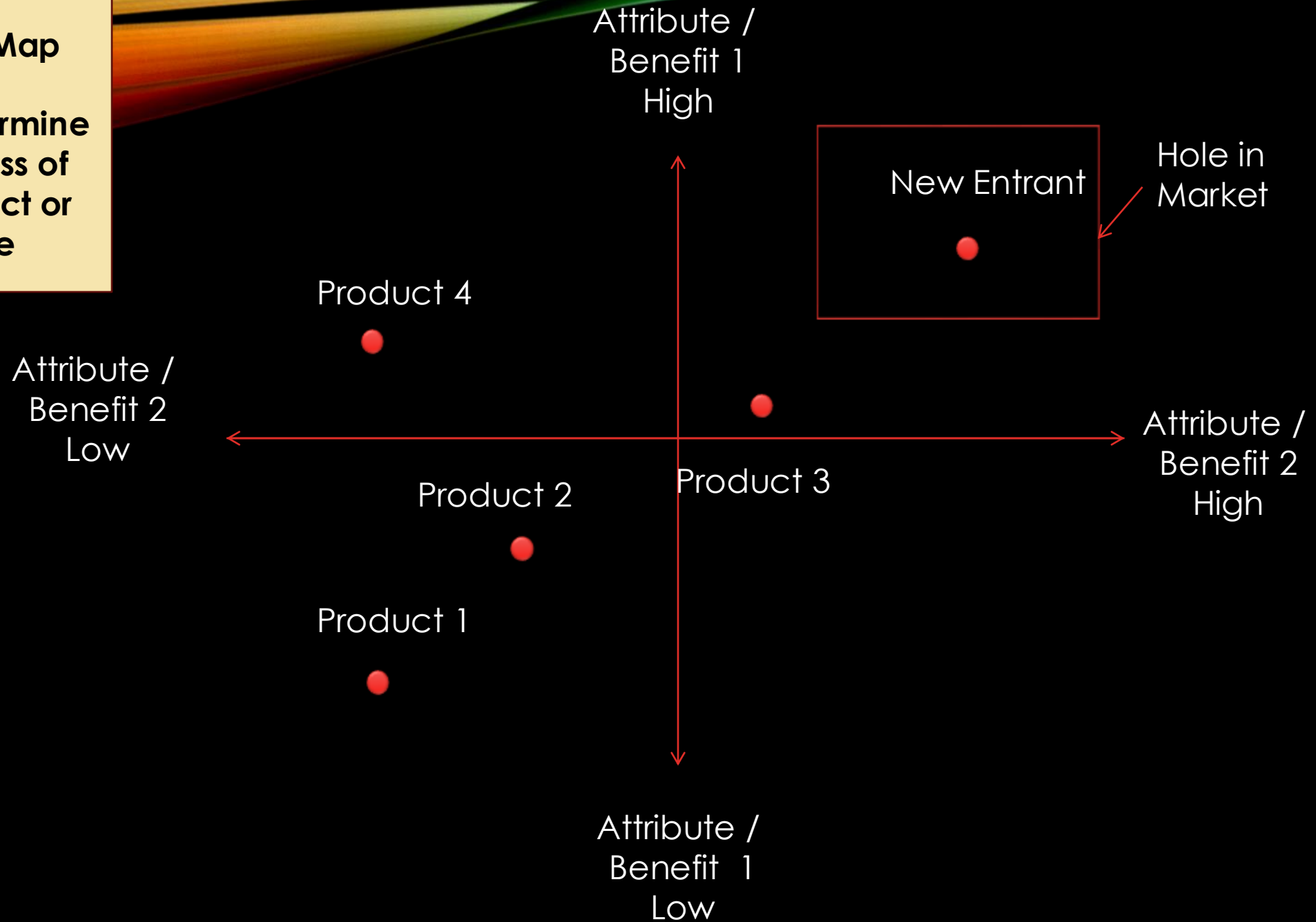
QUESTIONS TO BE ANSWERED IN CREATING A USP

- Who is the target audience?
- What is the problem being solved?
- What differentiates the product/service?
- What is the promise to target audience?
- Can the target audience evaluate the product/service on this benefit?
- Does the product/service deliver on this benefit?

Product Map

Helps determine
uniqueness of
the product or
service

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DISCUSSION QUESTIONS

- What is Apple Watch's USP?
- What is Tesla's USP?
- Have their USPs eroded overtime?

EXAMPLE – NON-PROFIT

- High Five Your Life

DISCUSSION QUESTION - USP

What is Tepper's USP?