

STP and Competitive Canvas

Fillable worksheet. Type your answers. Save the file.

Two pages. Page one names three segments, picks one, and locks the positioning statement. Page two stress-tests the choice against Porter, VRIO, and the Value Proposition Canvas.

01 SEGMENTATION

Three distinct customer segments. Mindset, situation, willingness to pay.

SEGMENT 01

SEGMENT 02

SEGMENT 03

02 TARGETING

Which segment you will pursue first, and why.

SEGMENT CHOSEN

RATIONALE

03 POSITIONING STATEMENT FORMULA

Four slots. Read it back aloud. It must make a believer of a stranger.

FOR (TARGET)

we are the

CATEGORY

that delivers

BENEFIT

because

REASON TO BELIEVE

Competitive Advantage

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Three lenses, one core capability, one customer. Score the forces, test the VRIO, map the jobs and gains.

04 PORTER FIVE FORCES

Score each 1 (weak) to 5 (intense). One-line rationale per force.

INDUSTRY RIVALRY	SCORE	RATIONALE
THREAT OF NEW ENTRANTS	SCORE	RATIONALE
THREAT OF SUBSTITUTES	SCORE	RATIONALE
BUYER POWER	SCORE	RATIONALE
SUPPLIER POWER	SCORE	RATIONALE

05 VRIO TEST ON ONE CORE CAPABILITY

Value, Rarity, Inimitability, Organization. Name the capability, then test all four.

CAPABILITY

VALUE

Does it deliver customer value?

RARITY

Is it rare in the market?

INIMITABILITY

How hard to copy?

ORGANIZATION

Are we set up to exploit it?

06 VALUE PROPOSITION CANVAS

For one customer. Jobs they are trying to do. Pains they want to avoid. Gains they want.

JOBS TO BE DONE

PAINS TO AVOID

GAINS TO CAPTURE