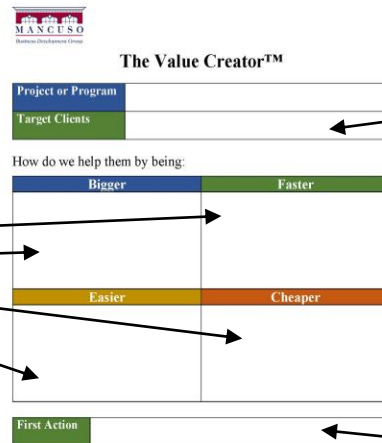


## The Value Creator™ clarifies client benefits

How will your Program/Property contribute to a client's situation? Fill in these boxes to identify the unique advantages you can deliver with your project.

What services & assets will you offer that accelerate their progress?



The Value Creator™

Project or Program	
Target Clients	
How do we help them by being:	
Bigger	Faster
Easier	Cheaper
First Action	

**Who are you trying to help?**  
Is the primary focus on jobs, revitalizing the building or something else?

**Where is the most important place to start?**  
What improvement or change will have the most positive impact?

Every project and program is a unique collection of advantages. Use this tool to imagine, list, and communicate the various strengths you provide to boost a startup's success.