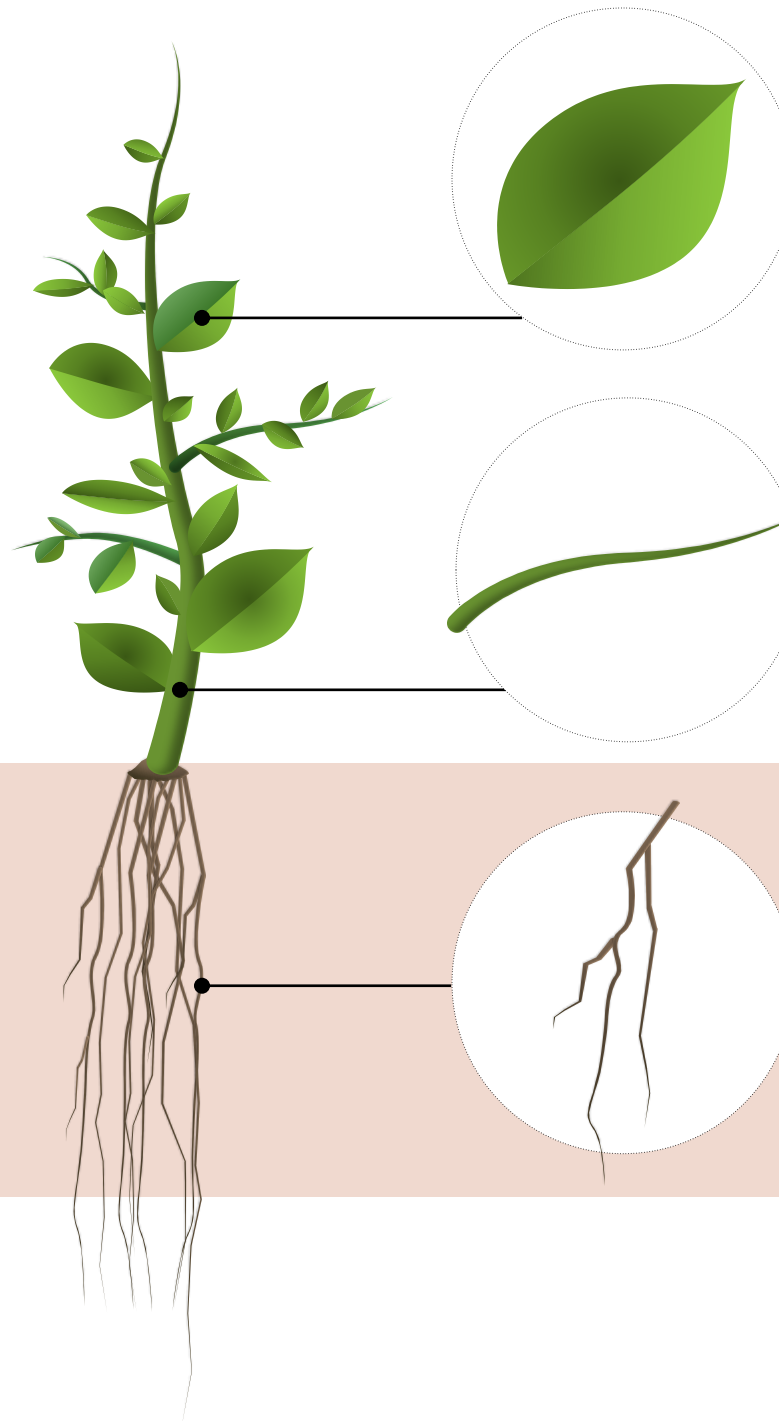


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A PPP Value Proposition is a promise

It enables partners to identify the benefits of participating in the partnership, helps them believe that the benefits outweigh the risks, and motivates them to contribute their time, energy, expertise, and other resources required for the partnership's establishment & growth.



Org-Specific Value

Propositions: the additional benefit(s) an organization sees in partnership participation

Doing "x" will also yield "z", which is a priority for my organization.

Main Value Proposition: the centermost partnership benefit which supports the budding of all other benefits

Doing "x" will yield "y", which helps all of us more than it may harm us.

Root Idea: that which brings people together and from which the group builds

Together, we can accomplish "x", which we cannot do alone.