



Mason Small Business Development Center

Value Proposition Design (VPD) Reference Material

- **VPD Workbook**
 - <https://clients.virginiasbdc.org/DocumentMaster.aspx?doc=2662>
- **Value Proposition Design (VPD) Presentation Slides** (George Siragusa)
 - <https://drive.google.com/file/d/1gH6ZL6uZkLJ9rkJ9P9fMNV3mRIJtugct/view>
- **Webinar Recording – (February 28, 2024)**
 - <https://www.youtube.com/watch?v=6nuMQje3dFw>
- Please contact our team via email – help@masonsbdc.org with your questions relating to VPD