

# THE VALUE PROPOSITION

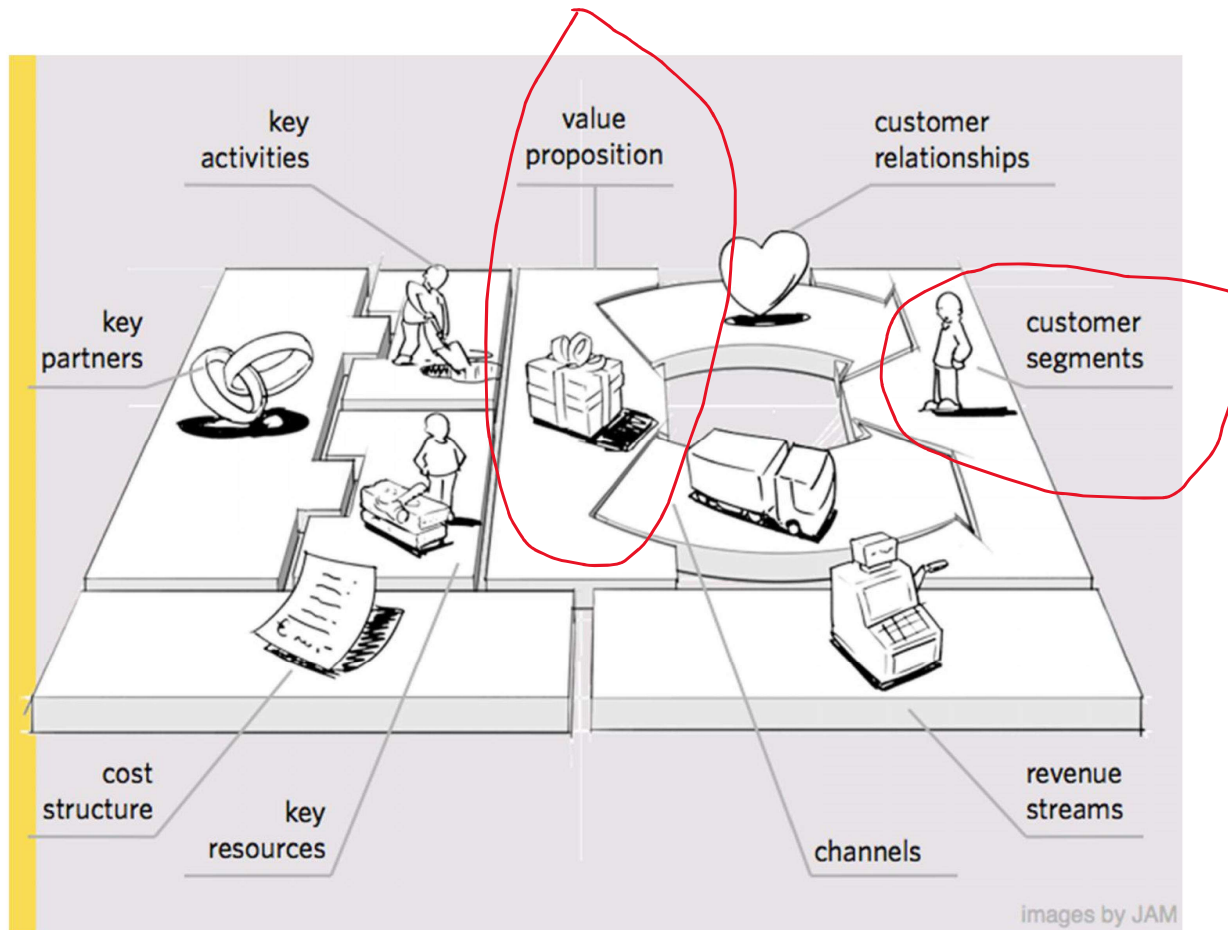
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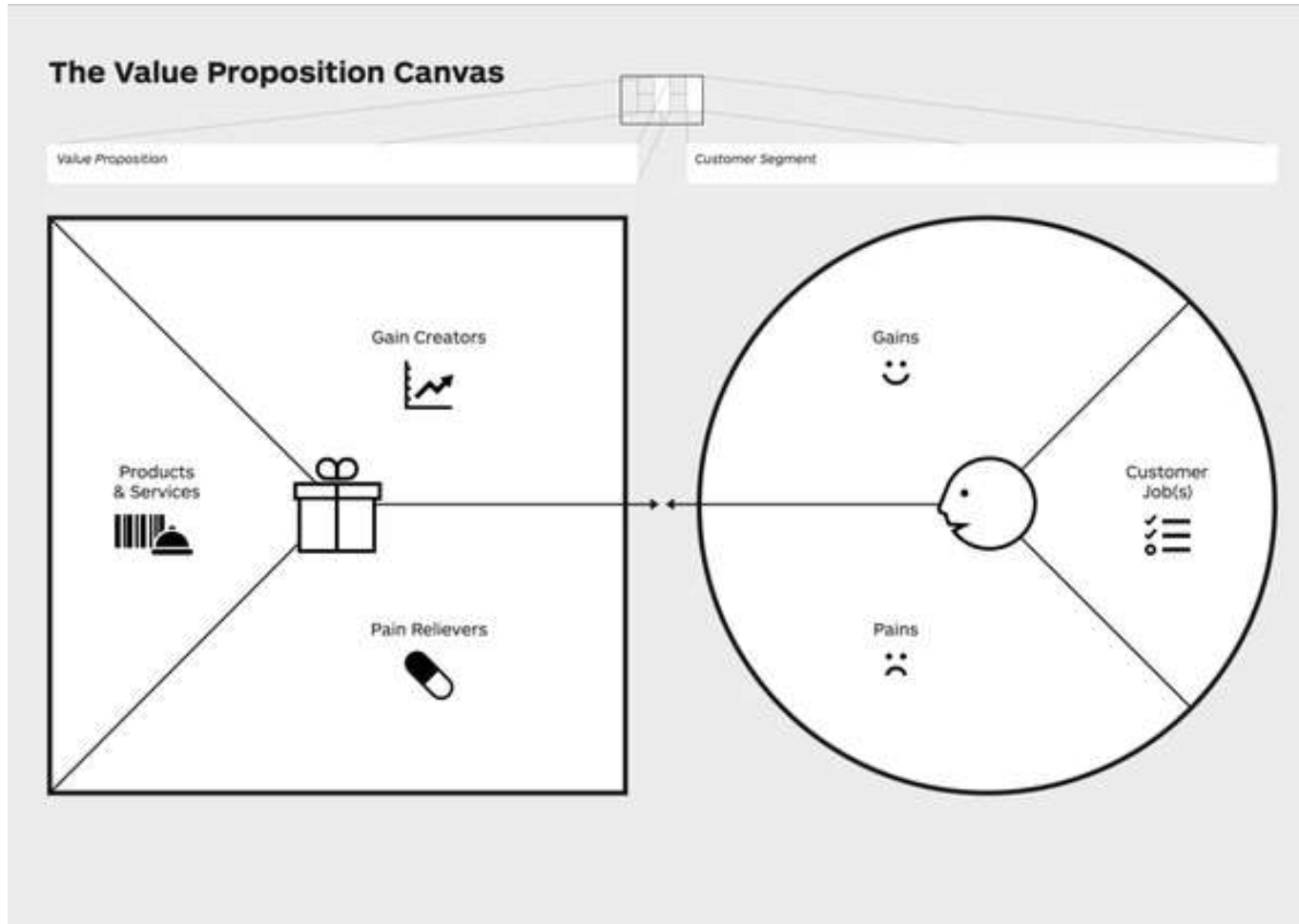
[lars@g.sut.ac.th](mailto:lars@g.sut.ac.th)

WORLD TECHNOLOGY  
UNIVERSITIES NETWORK

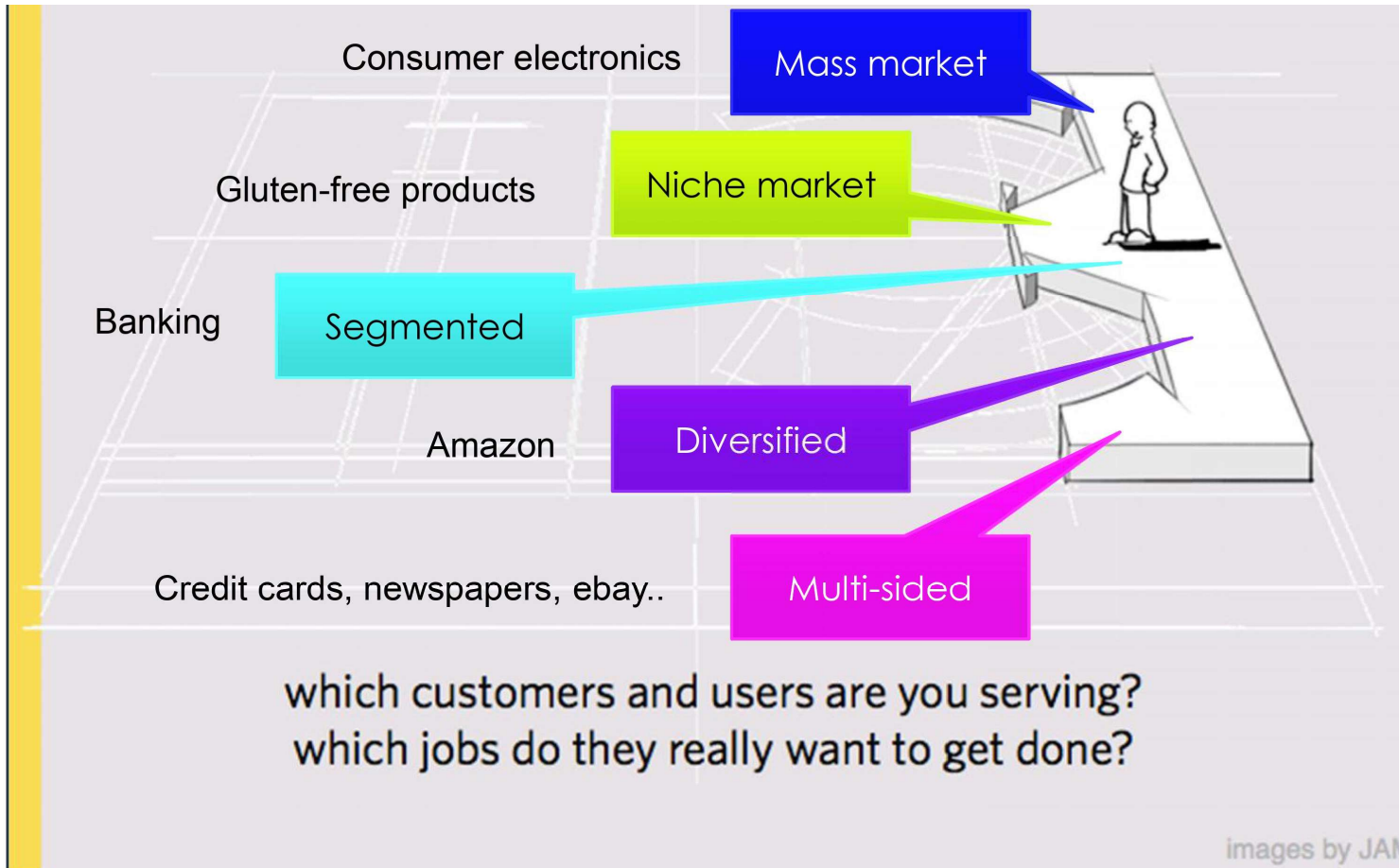
# THE VALUE PROPOSITION CANVAS – CENTER STAGE IN THE BUSINESS MODEL



# THE VALUE PROPOSITION CANVAS



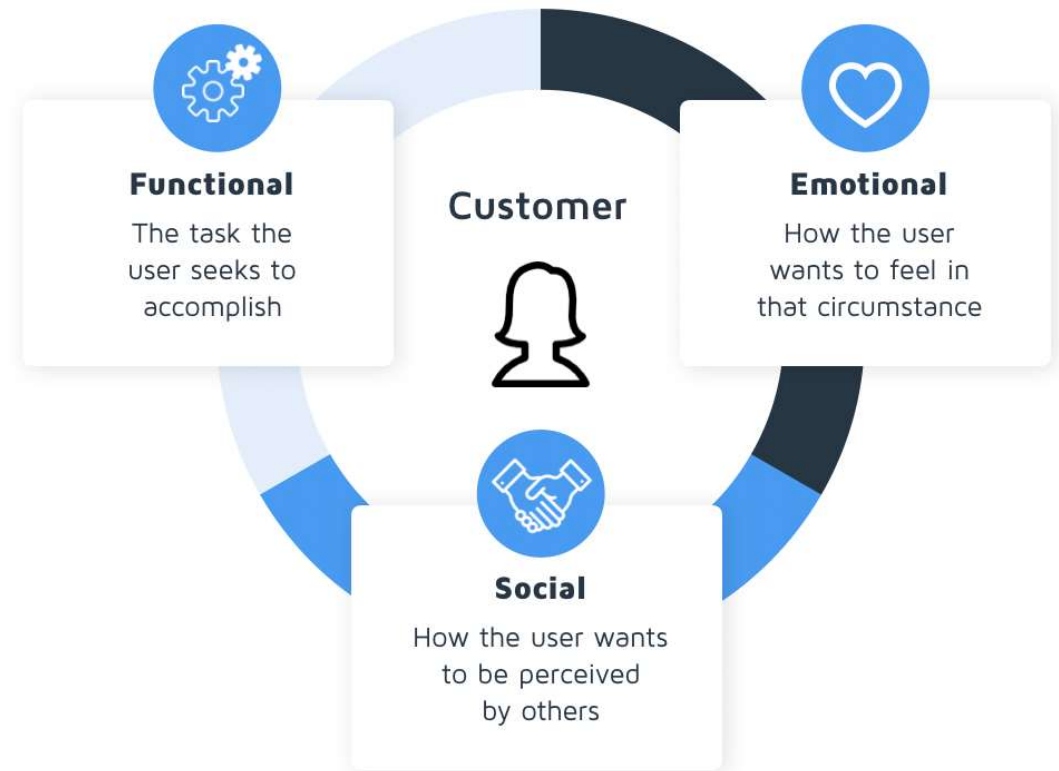
# YOUR CUSTOMER SEGMENT(S)

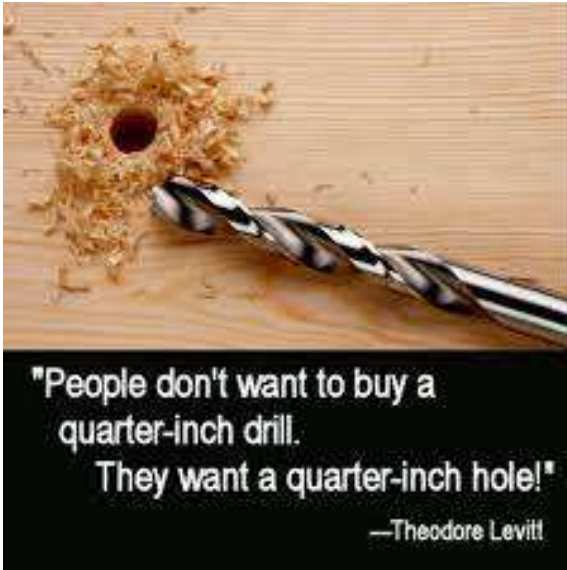


# YOUR CUSTOMER SEGMENT(S)

*What is a customer segment?*

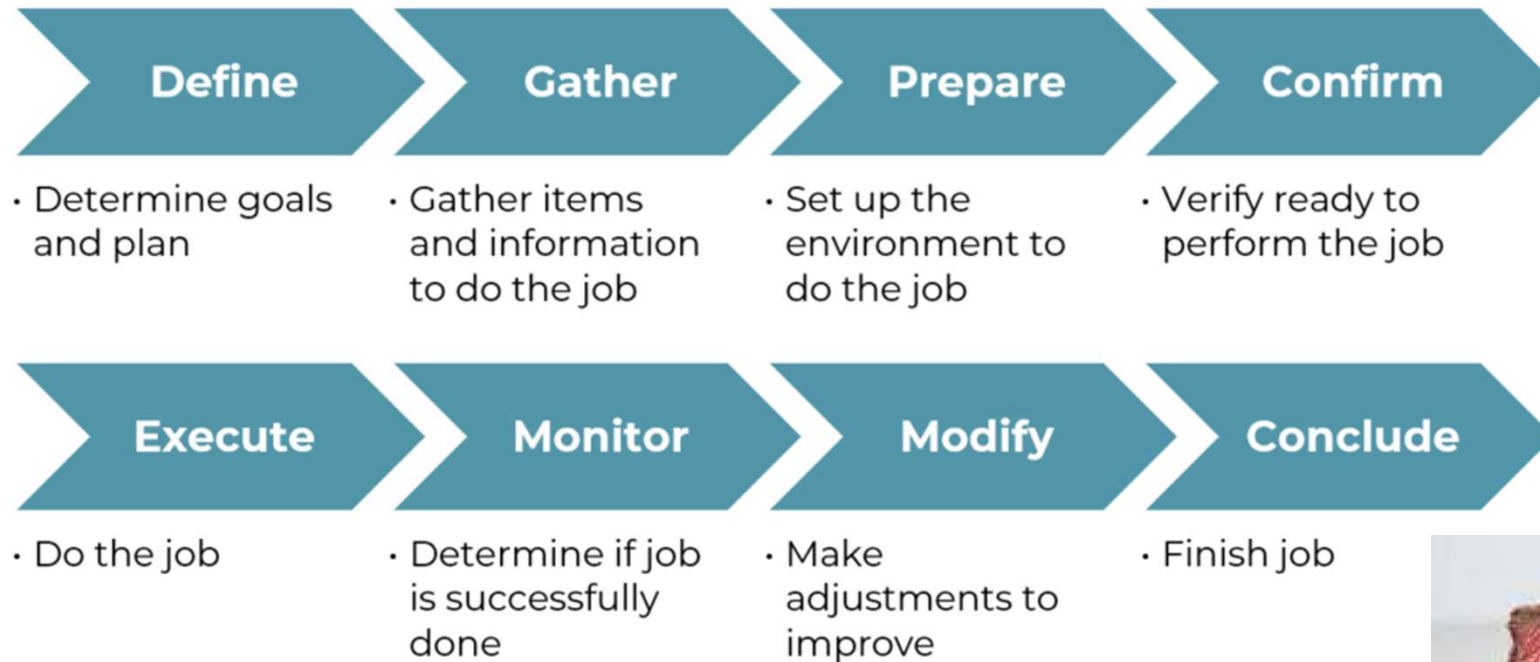
Consistent group of people, in the same **situation**, having the same jobs-to-be-done (**JTBD**).





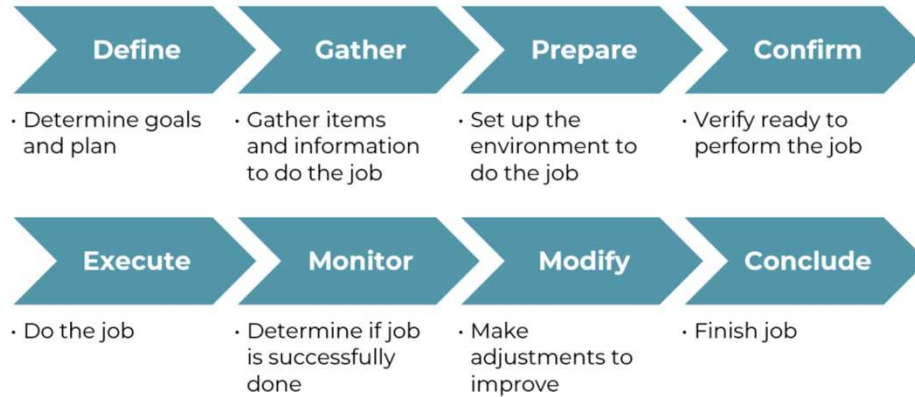
JOBS LAST – SOLUTIONS DO NOT

# "JOB MAPPING" – JOBS TO BE DONE



Jobs to Be Done – Theory to Practice – Anthony W. Ulwick Copyright 2018



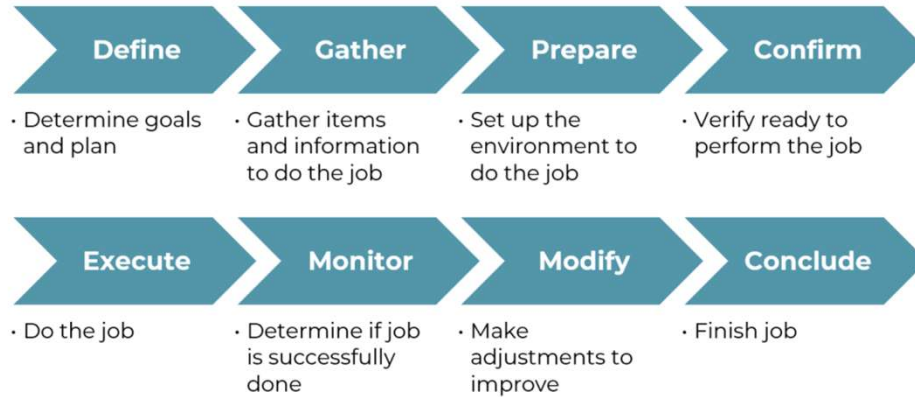


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# Uber



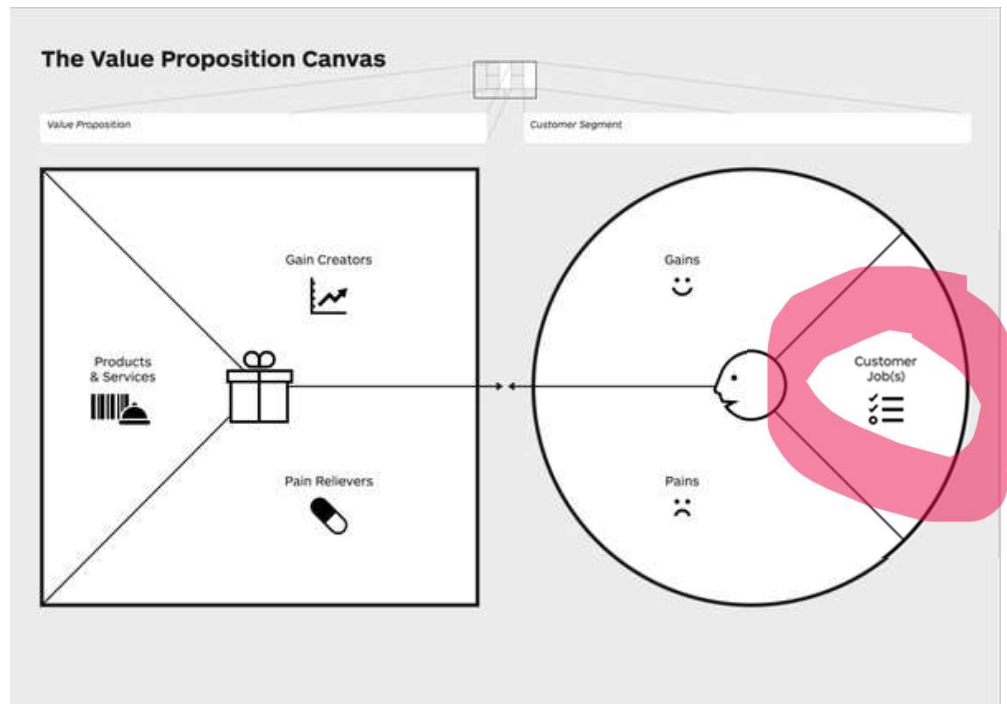


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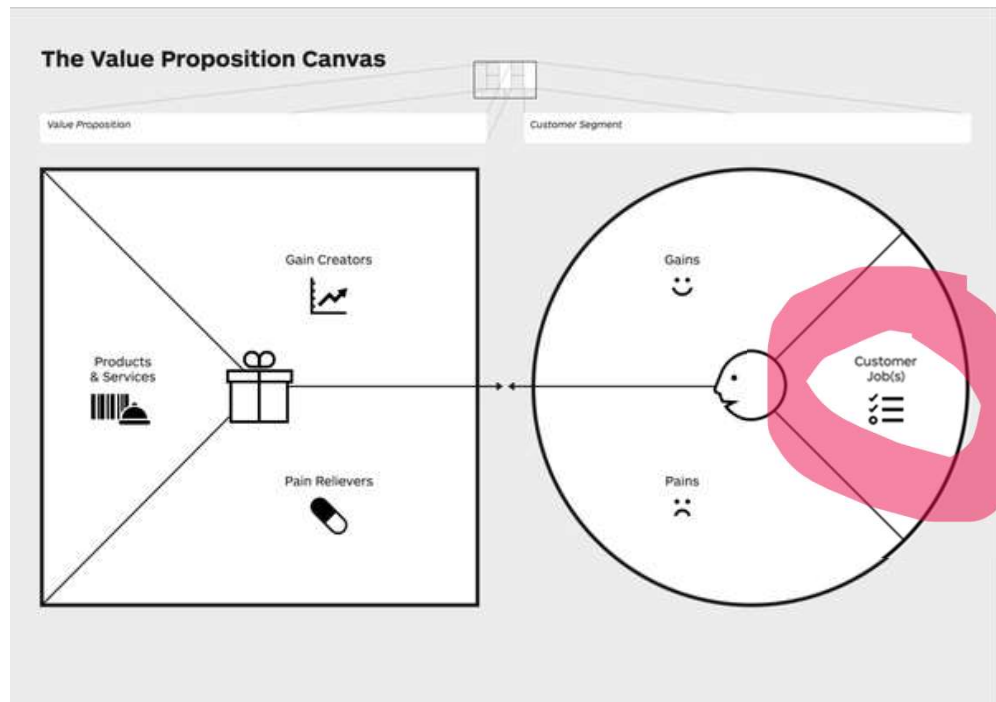


JTBD:  
(Get knowledge about campus activities to) Socialize with other students.

## EXISTING SOLUTIONS



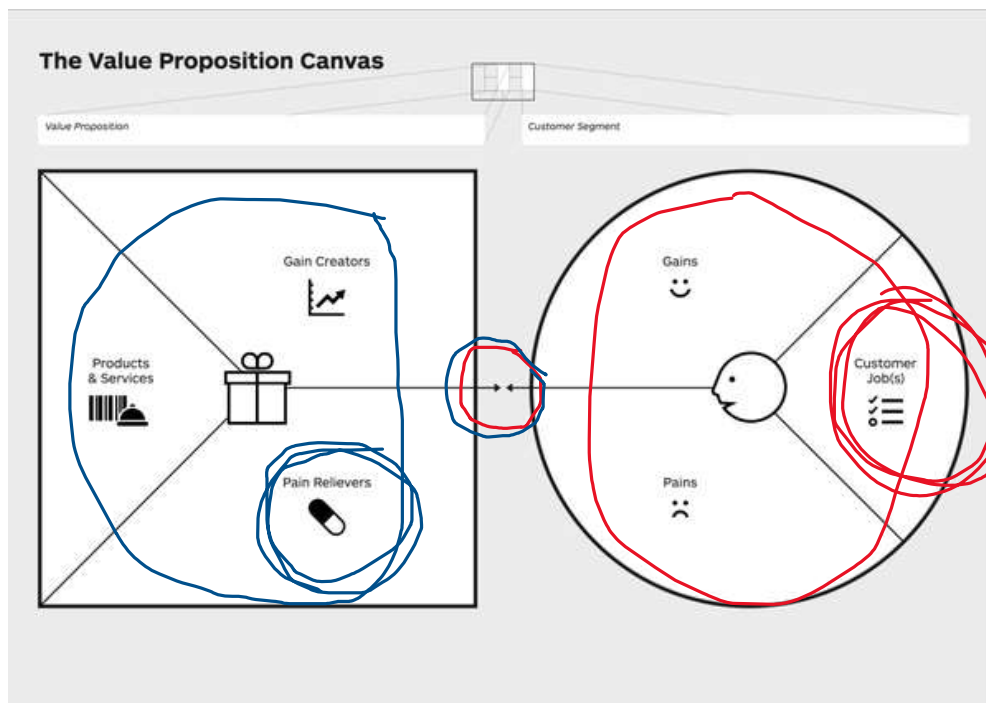
# THE VALUE PROPOSITION CANVAS



JTBD:  
Get knowledge about campus activities to socialize with other students.



# THE CORE - YOUR VALUE PROPOSITION(S)



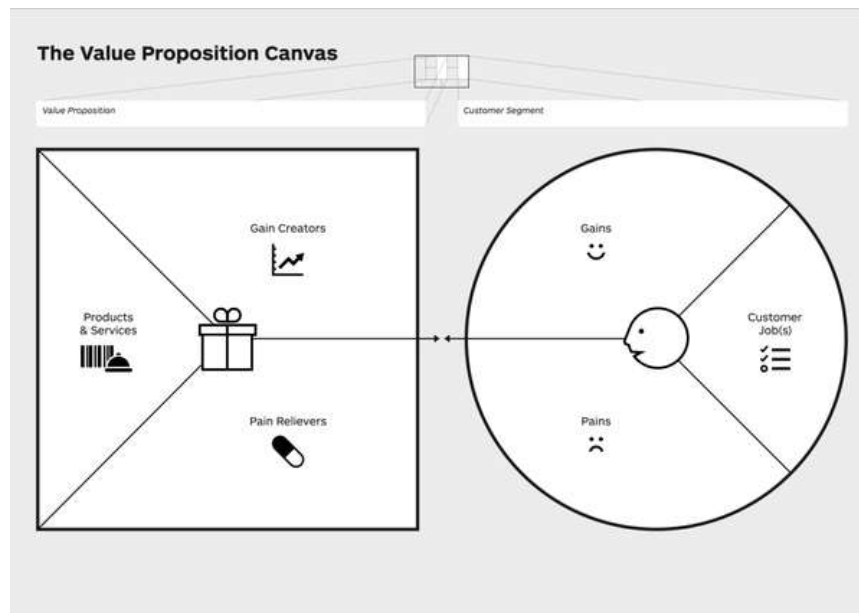
## REMEMBER!

Often you need more than one Value Proposition – for different customer segments or stakeholders. Many business models are multi-sided.

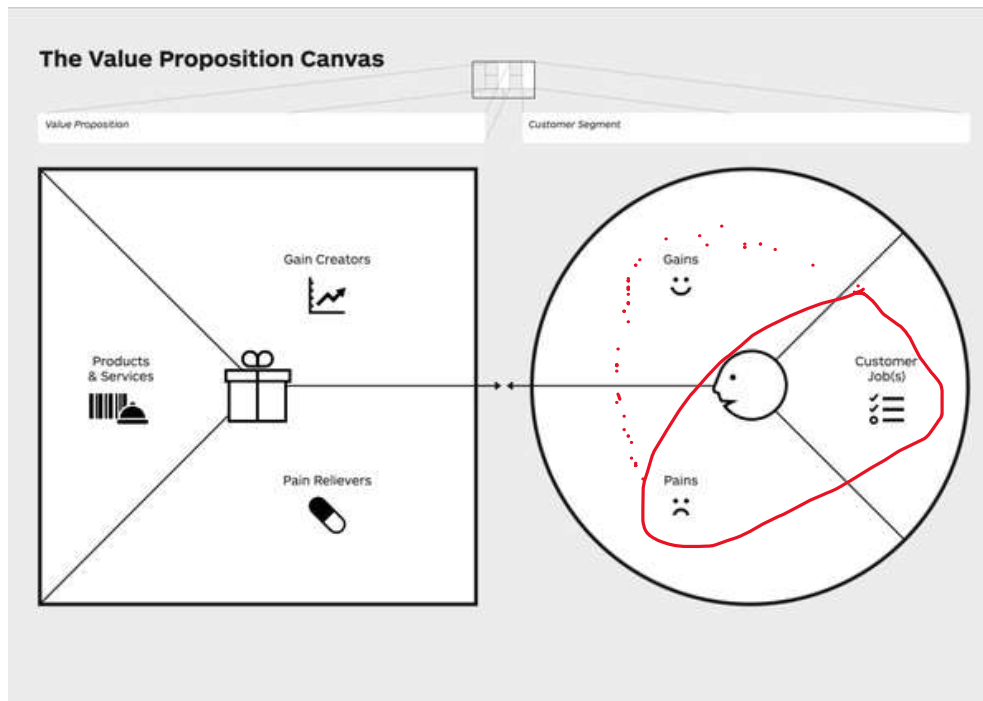
The jobs, and the connected pains, are different for different stakeholders – customers, decision makers, users, content providers etc.

Facebook: Basically, one product/service BUT different Value Propositions for the general user and the advertiser.

# YOU NEED TO UNDERSTAND YOUR CUSTOMERS AND THEIR PAINS!



# Pains & Gains



Rank the pains!

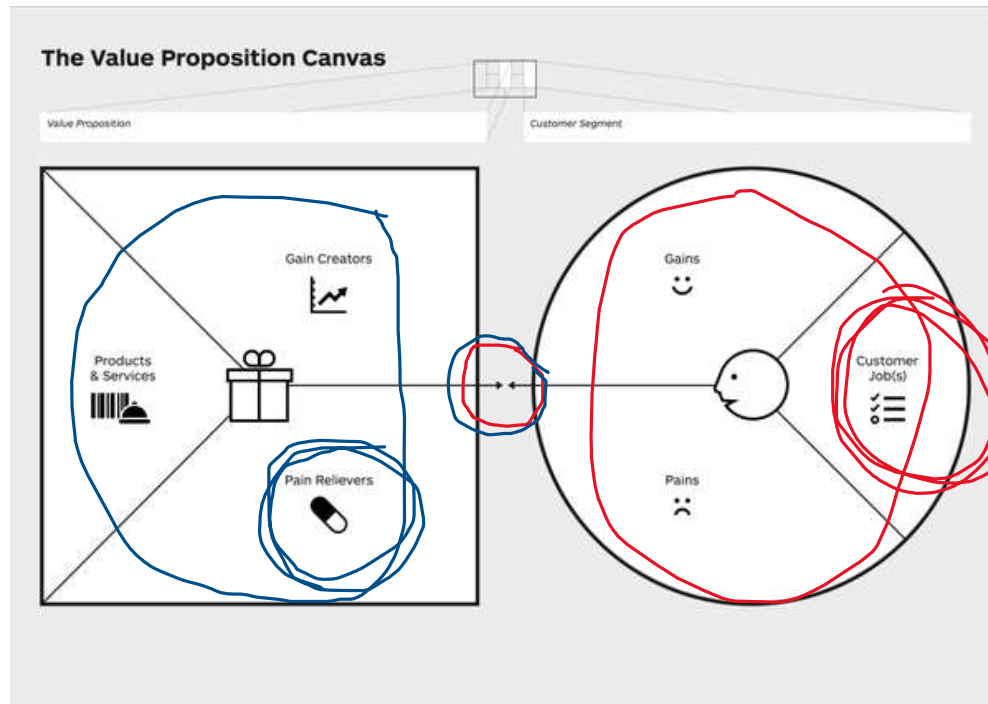
- 1.....
- 2.....
- 3.....

Pain Relievers are generally easier to create interest around and get paid for than Gain Creators.

In a mature market there are not so many pains... Existing solutions have covered the pains.

It doesn't mean that there are no pains. We can still also create gains.

# DO WE HAVE A PROBLEM-SOLUTION FIT?





# DO WE HAVE A PROBLEM-SOLUTION FIT?

**Prototyping and testing**  
**Mock-ups**  
**MVP**



- Internally to **get a feel** for if our product/service actually will be the pain reliever and gain creator we plan it to be,
- Externally, to **test with the customers.**

Things that works inside our heads, might not always work in reality...



# MANY TYPES OF INNOVATION

- Process
- Product
- Service
- Business Model
  - Organization
  - Relations
  - Sales channels
- Revenue Model
- Etc.



# DIMENSIONS OF INNOVATION



Innovation can vary in degree of newness:

Incremental to radical

and impact:

continuous to discontinuous (disruptive)



**NETFLIX**

JOBS LAST – SOLUTIONS DO NOT

# WHY ALL THIS WORK?!?



- Save **time and money** by discovering early on if something won't work.
- Make course adjustments (**pivots**) before you build an expensive product.

**THERE ARE NO PROBLEMS WITHOUT A SOLUTION, BUT  
THERE ARE MANY SOLUTIONS WITHOUT A PROBLEM...**

# YOUR VALUE PROPOSITION

- Your customer segment (situation)?
- What job are they trying to get done?
- What are the existing solutions?
- What are the pains with the existing solutions?
- What gains are they looking for?
- What is your solution?
- What pain relievers does your solution deliver?
- What gain creators?

# Value Proposition Statement

For [target customer] ...  
who [needs, demands, requirements, opportunity, buying criteria] ...  
the [solution, product/service and product category] ...  
is a [the “HOW”] ...  
that [provides THIS value, specific business benefit] ...  
unlike [competitor, current solution or non-existing solution] ...  
our solution [does something better – the “WHY”] ...



# REMEMBER

ENTREPRENEURSHIP IS A PROCESS.

THERE IS A SET OF TOOLS TO HELP US DEVELOP INNOVATIONS AND BUSINESS WITH AN ENTREPRENEURIAL MINDSET.

NOT ALL ENTREPRENEURS USE THESE TOOLS, AND SOME ARE STILL SUCCESSFUL, BUT DON'T BUILD YOUR SUCCESS DEPENDING ON LUCK!

NOT ALL THAT MASTER THE ENTREPRENEURIAL PROCESS AND TOOLBOX ARE ENTREPRENEURS.

FAIL FAST – SUCCEED SOONER!

