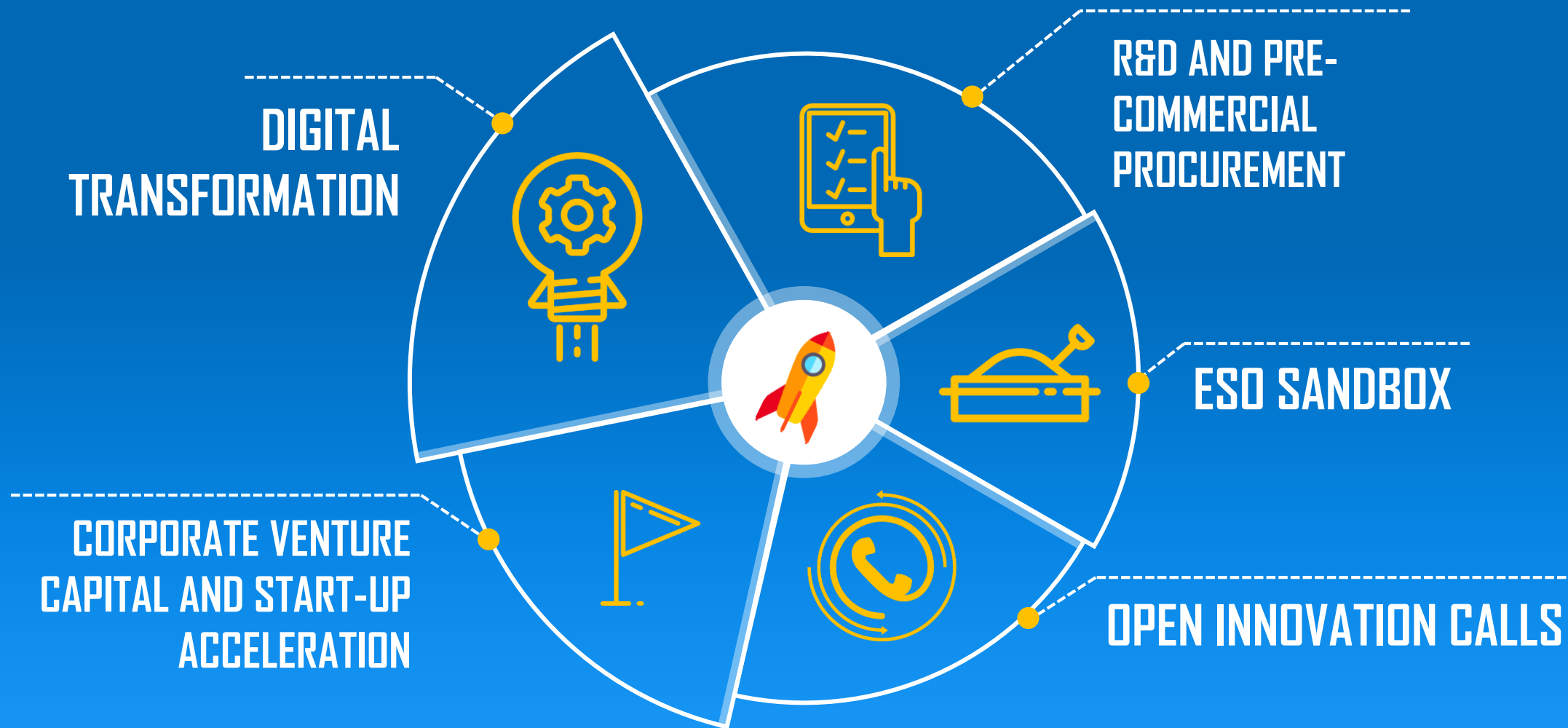


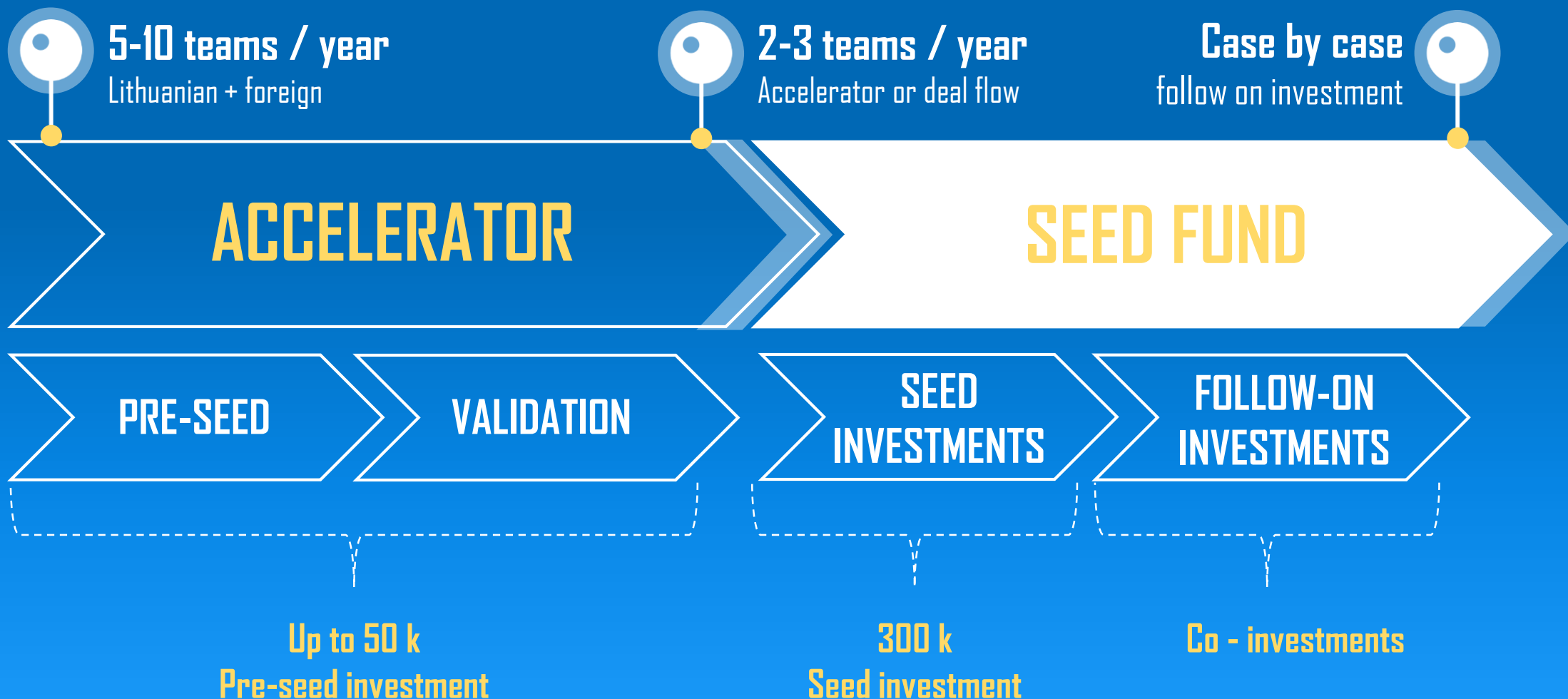
CUSTOMER VALUE PROPOSITION
FUTUREPRENEURS MENTORING
SESSION #3

Andrius Juozapaitis,
Head of Innovation, LE

LE 4.0 HUB



CVC PLATFORM: ACCELERATOR + FUND



CVP: THE BASICS

CUSTOMER VALUE PROPOSITION =



Pain

+

Painkiller

+

Secret sauce

IDEAL CUSTOMER PROFILE



ICP = Method + Iterative Process

Psychology

Habits and choice drivers

Incentives

IDEAL CUSTOMER PROFILE : EXERCISE

B2C / B2B / B2G / P2P ?

ICP for B2C

Demographics

Experience

Behaviour

Preferences

Lifestyle

**15 minutes to decide
on your ICP**

ICP for B2B

Vertical / industry

Scale

Budget

Ideal Contacts and Channels

Geographic scope

GOING FROM WHO TO WHY

ICP + **WHY** = One step closer to CVP

Clear and convincing
value promise

Pain + Painkiller for your ICP

Belief of value delivery

Differentiation

Secret sauce

GOING FROM WHO TO WHY: EXERCISE

DETERMINE YOUR PPSS

Clear and convincing
value promise

Pain + Painkiller for your ICP

Belief of value delivery

Differentiation

Secret sauce

VALIDATION: EXERCISE

ITERATION CYCLE:

Assume
Validate
Improve
Validate
Improve...

**10 MIN TO VALIDATE YOUR PPPS.
DO IT NOW!**

FROM WHY TO CVP: EXERCISE

For

(specific target customer)

Who is looking for/is challenged with...

(pain / problem)

We have developed

(painkiller solution)

That helps / improves / generates

(values/benefits + secret
sauce)

A rocket is shown launching vertically from the bottom center of the frame, leaving a thick, white plume of smoke and fire. The rocket itself is white with blue accents and is positioned in the upper center of the image. The background is a deep blue, speckled with white stars, suggesting a night sky or outer space. The overall composition is centered and symmetrical.

WHAT CAN WE DO **TOGETHER?**

GET IN TOUCH

LE OPEN INNOVATION TEAM
ANDRIUS.JUOZAPAITIS@LE.LT