






Futurepreneurs, Session #2

# **SUSTAINABLE ACTIVITIES, RESOURCES AND KEY PARTNERS**

# Agenda

- What is a value proposition?
- What are key activities?
- What are key resources?
- What are key partners?
- Minimum viable product's (MVP's)

## The Business Model Canvas

<p><i>Key Partners</i></p> 	<p><i>Key Activities</i></p> 	<p><i>Value Proposition</i></p> 	<p><i>Customer Relationships</i></p> 	<p><i>Customer Segments</i></p> 
	<p><i>Key Resources</i></p> 		<p><i>Channels</i></p> 	
<p><i>Cost Structure</i></p> 			<p><i>Revenue Streams</i></p> 	



# Value proposition

A **value proposition** is a statement of the unique benefits delivered by your offering to the target customer.

Like any hypothesis , it needs to be rigorously tested with customers before money is put into scaling

# Value proposition statement

Ingredients:

- Target customer
- Problem you are solving
- Product solution you are offering
- Specific value being provided to your target customer

Emergent property: why your product is unique

# Value proposition examples

Good: “Google is the world’s largest **search engine** that allows **internet users** to find **relevant** information **quickly** and **easily**.”

Bad: “Google uses a patented page-ranking algorithm to make money through ad placement”

Are internet user really Google’s customers?

# Value proposition examples

Good: “Google is the world’s largest **search engine** that automatically provides **advertisers** with potential customers **tailored** to the ad content, **increasing click-through rates** and **conversion rates**.”

Bad: “Google uses a patented page-ranking algorithm to make money through ad placement”



**Usability**

**Health**

**Lower risk**

**Aesthetics**

**Saving time**

**Status**

**Saving/making  
money**

**Newness**

**B2C**

**Value**

**B2B**

**Enabling  
function**

**Self-  
actualization**

**Convenience**

**Environmental**

**Quality**

**Ethical**

**Customizable**

**Social  
inclusion**

# Value proposition statement

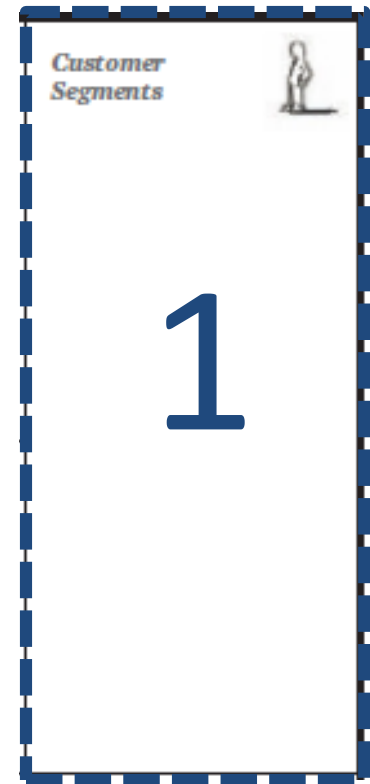
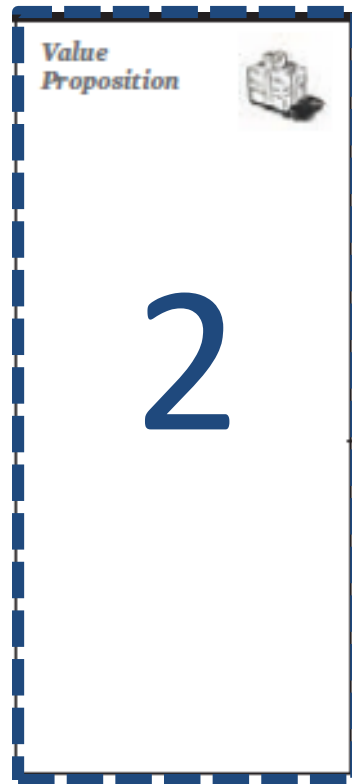
**For** \_\_\_\_\_ *(insert specific target customer)*  
**who is looking for/challenged with**  
\_\_\_\_\_ *(insert their need/problem)*  
**we have developed** \_\_\_\_\_ *(insert what it is)*  
**that helps/generates/creates/saves/improves**  
\_\_\_\_\_ *(list values)*

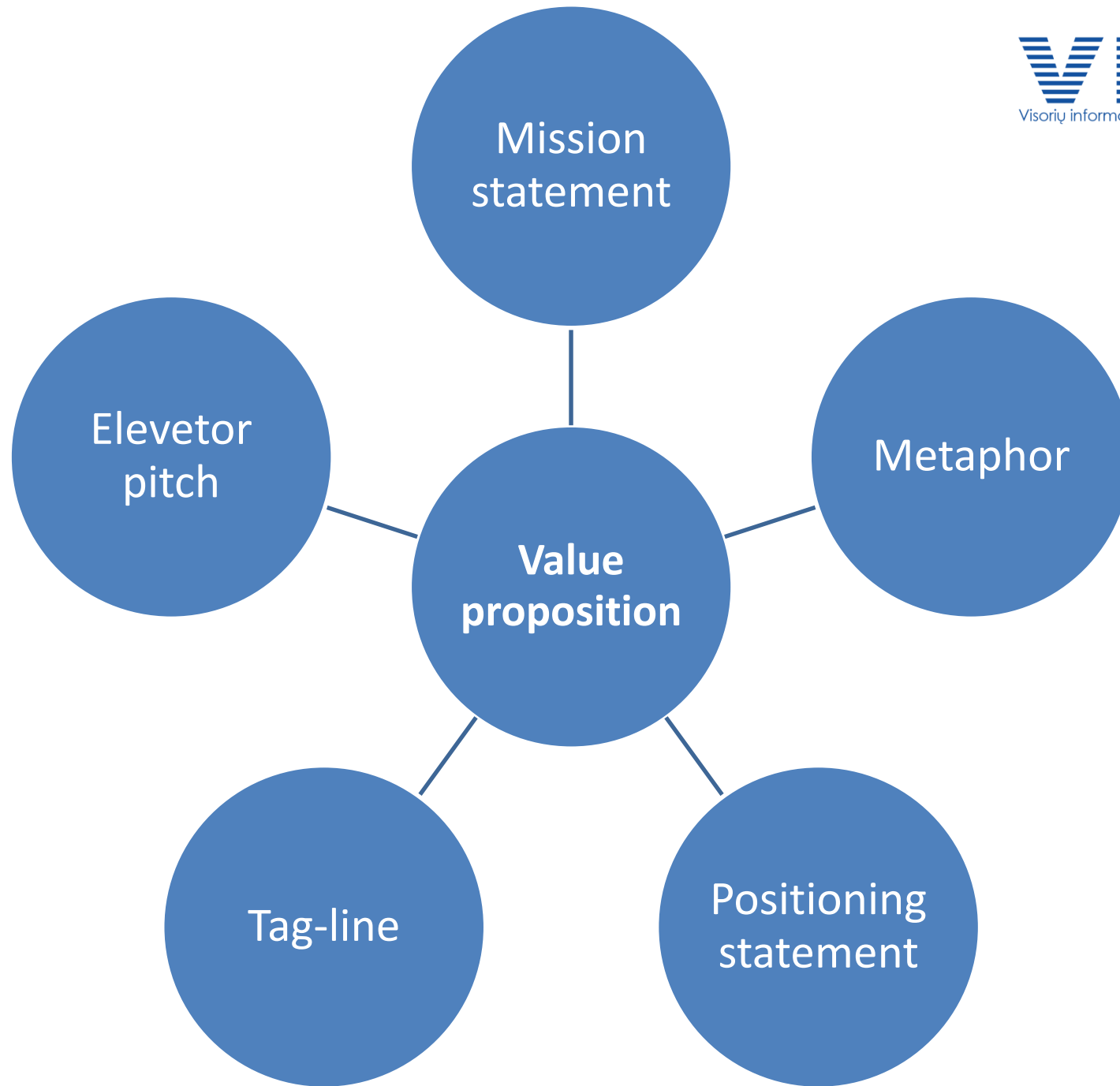
# Exercise

1. Prepare your value proposition statement (10 min)
2. Present to the team sitting next to you
3. Give and get feedback (positive and constructive)

# Value proposition statement

**For** \_\_\_\_\_ *(insert specific target customer)*  
**who is looking for/challenged with**  
\_\_\_\_\_ *(insert their need/problem)*  
**we have developed** \_\_\_\_\_ *(insert what it is)*  
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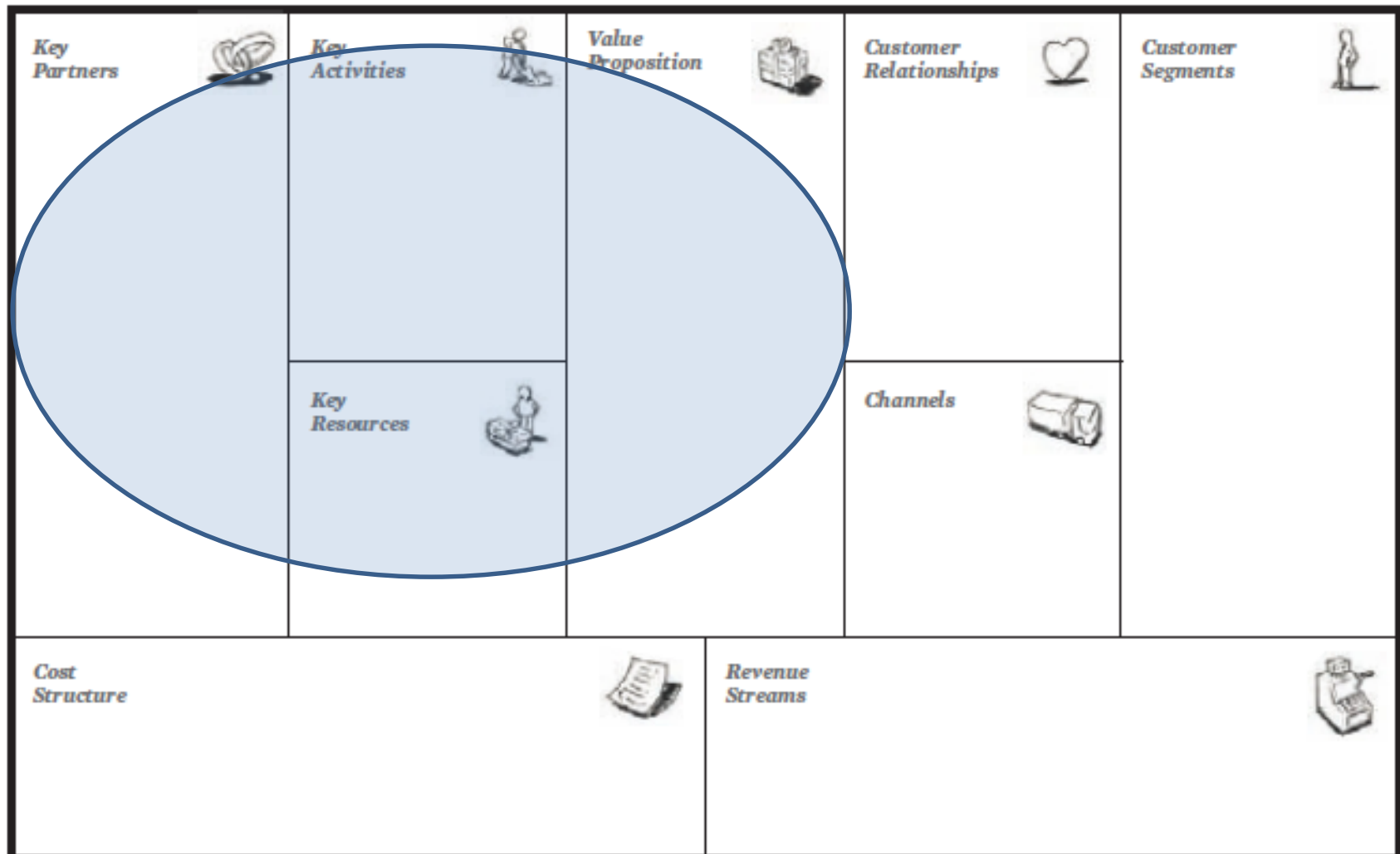






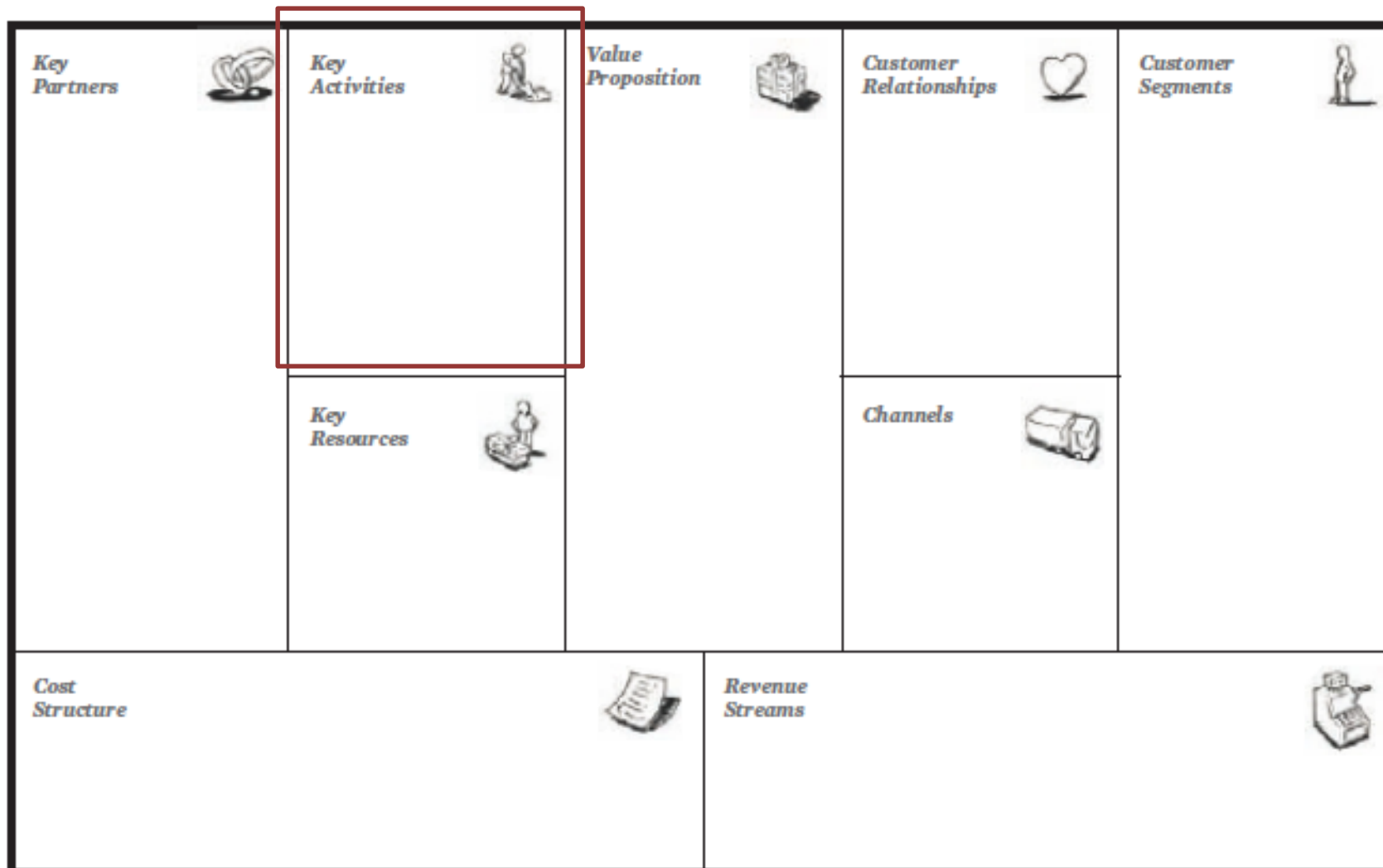
Key resources, Key activities, key partners

## The Business Model Canvas





## The Business Model Canvas



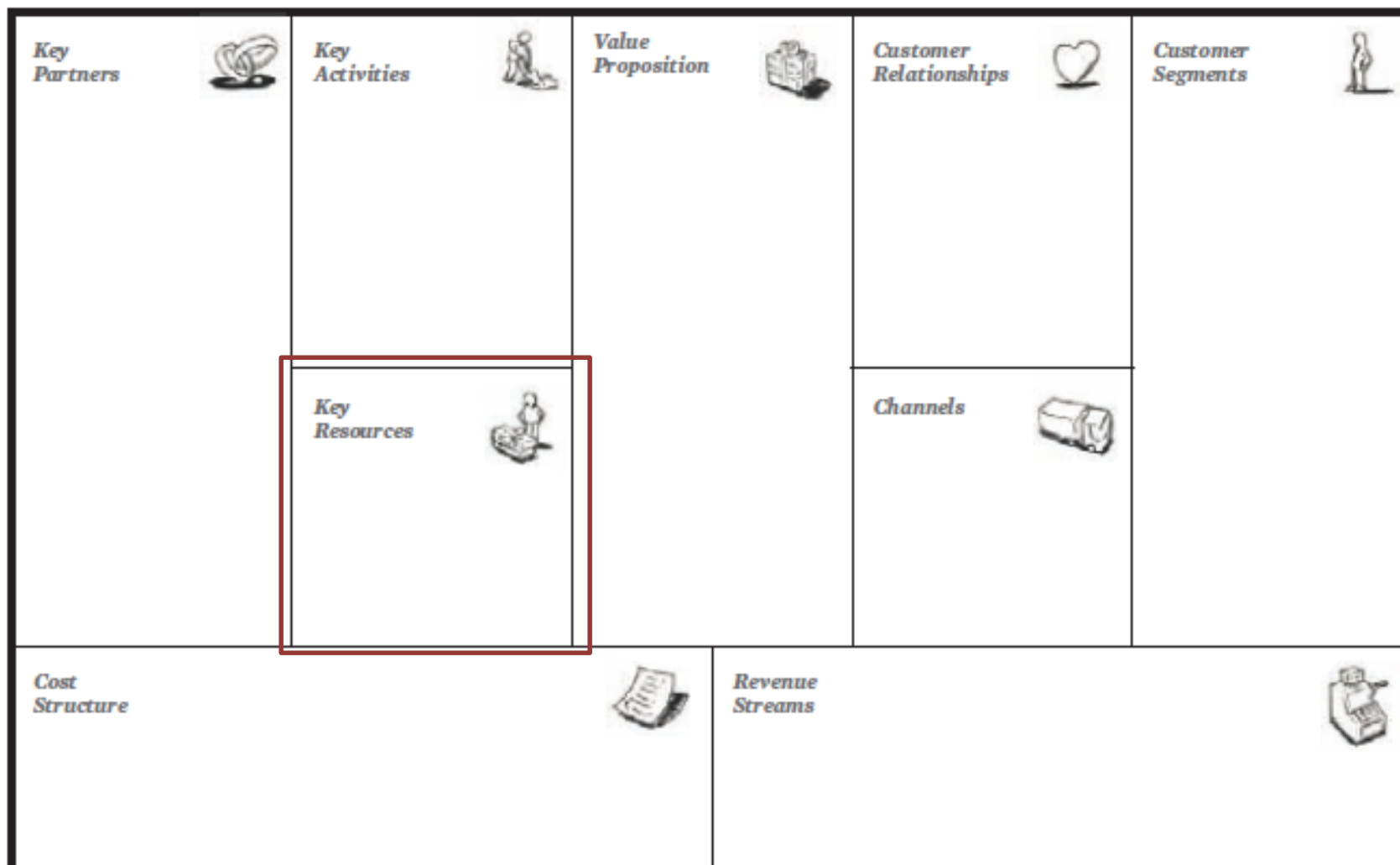
# Key activities

Most important things a company must do to make its business model work

Key activities can be categorized as follows:

- Production (designing, making and delivering product)
- Problem solving (knowledge management, continuous training)
- Platform/network (platform management, service provisioning, platform promotion)

## The Business Model Canvas












# Key resources

## **Most important assets required to make a business model work**

Key resources can be categorized as follows:

- Physical (manufacturing facilities, buildings, vehicles, machines,...)
- Intellectual (brands, proprietary knowledge, patents and copyrights, partnership, customer databases,...)
- Human (experienced scientist, skilled sales force,...)
- Financial (cash, lines of credit, stock option,...)

## The Business Model Canvas

<p><i>Key Partners</i></p> 	<p><i>Key Activities</i></p> 	<p><i>Value Proposition</i></p> 	<p><i>Customer Relationships</i></p> 	<p><i>Customer Segments</i></p> 
	<p><i>Key Resources</i></p> 		<p><i>Channels</i></p> 	
<p><i>Cost Structure</i></p> 			<p><i>Revenue Streams</i></p> 	

# Key partnerships

## **Network of suppliers and partners that make the business model work**

Types of partnerships:

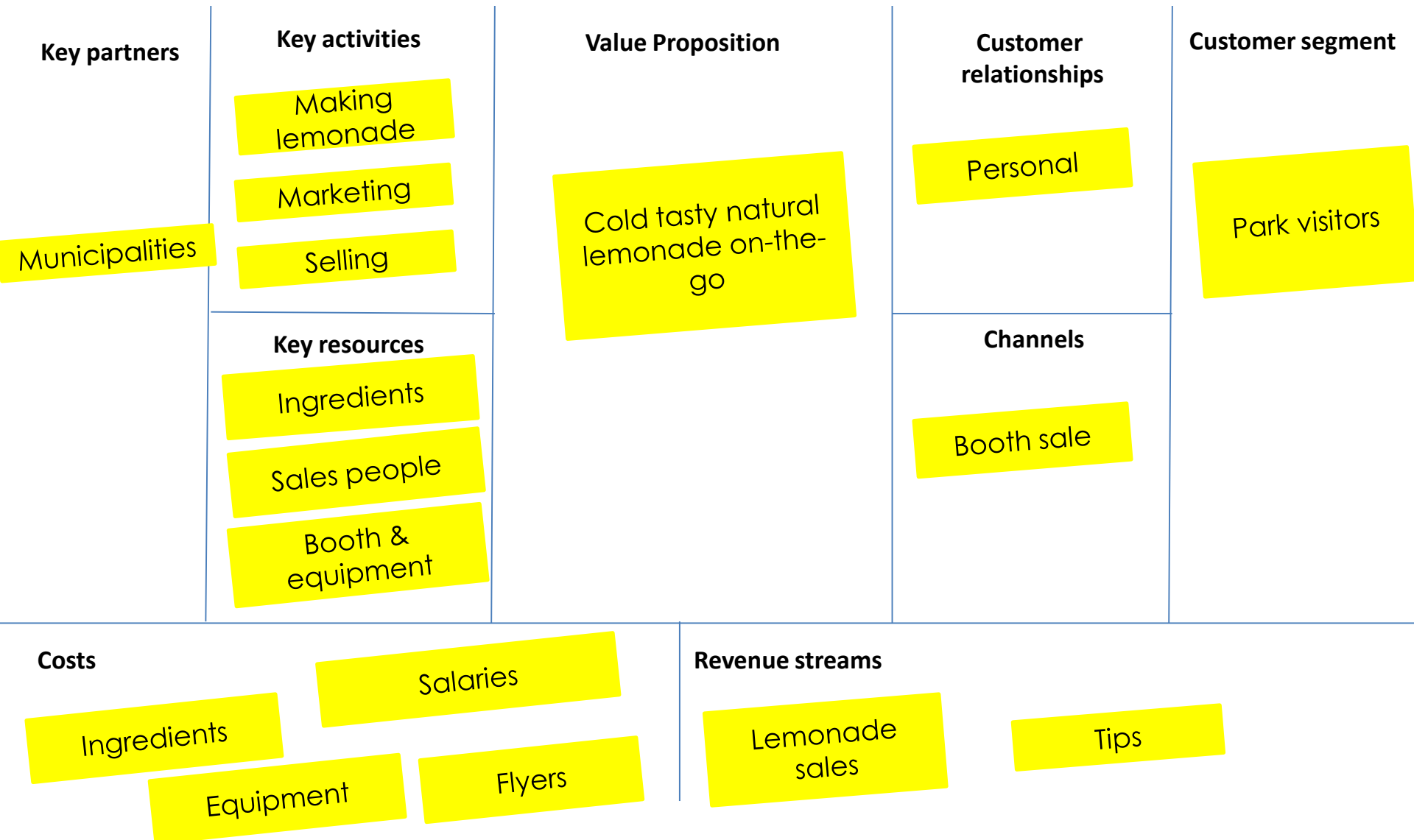
- Strategic alliances between non-competitors
- Coopetition: strategic partnerships between competitors
- Joint ventures to develop new businesses
- Buyer-supplier relationships to assure reliable supplies

# Key partnerships

Motivations for creating partnerships:

- Optimization and economy of scale
- Reduction of risk and uncertainty
- Acquisition of particular resources and activities

# Lemonade stand level 1





# Skype level 2

## Key partners

Payment providers

Distribution partners

Telco partners

## Key activities

Software Development

## Key resources

Software Developers

Software

## Value Proposition

Free Internet & Video calling

Cheap calls to phones (skypeout)

## Customer relationships

Mass customers

## Channels

Skype.com

## Customer segment

Web users globally

People who want to call phones

## Costs

Software development

Complaint management

## Revenue streams

SKYPEOUT prepaid or subscription

Hardware sales

# Ryanair level 3

## Key partners

Local  
airports

Car rentals

Hotels and  
hostels

Bus  
companies

## Key activities

Network  
management

Web – sales  
management

Airport/destination  
relationships

Maintenance

## Key resources

290 Boeing  
737

8500 staff

ryanair.com

## Value Proposition

Cheap, high-  
frequency, direct  
and on-time flights  
from 50+ European  
bases to 174  
destinations

## Customer relationships

Self-service

Email

Destination  
information  
(online)

## Channels

ryanair.com

## Customer segment

Self-directed,  
cost-conscious  
travelers that  
manage  
without frills

## Costs

Airplanes

Non-unionized  
staff

Website

Fuel

## Revenue streams

Fares

In-flight  
sales

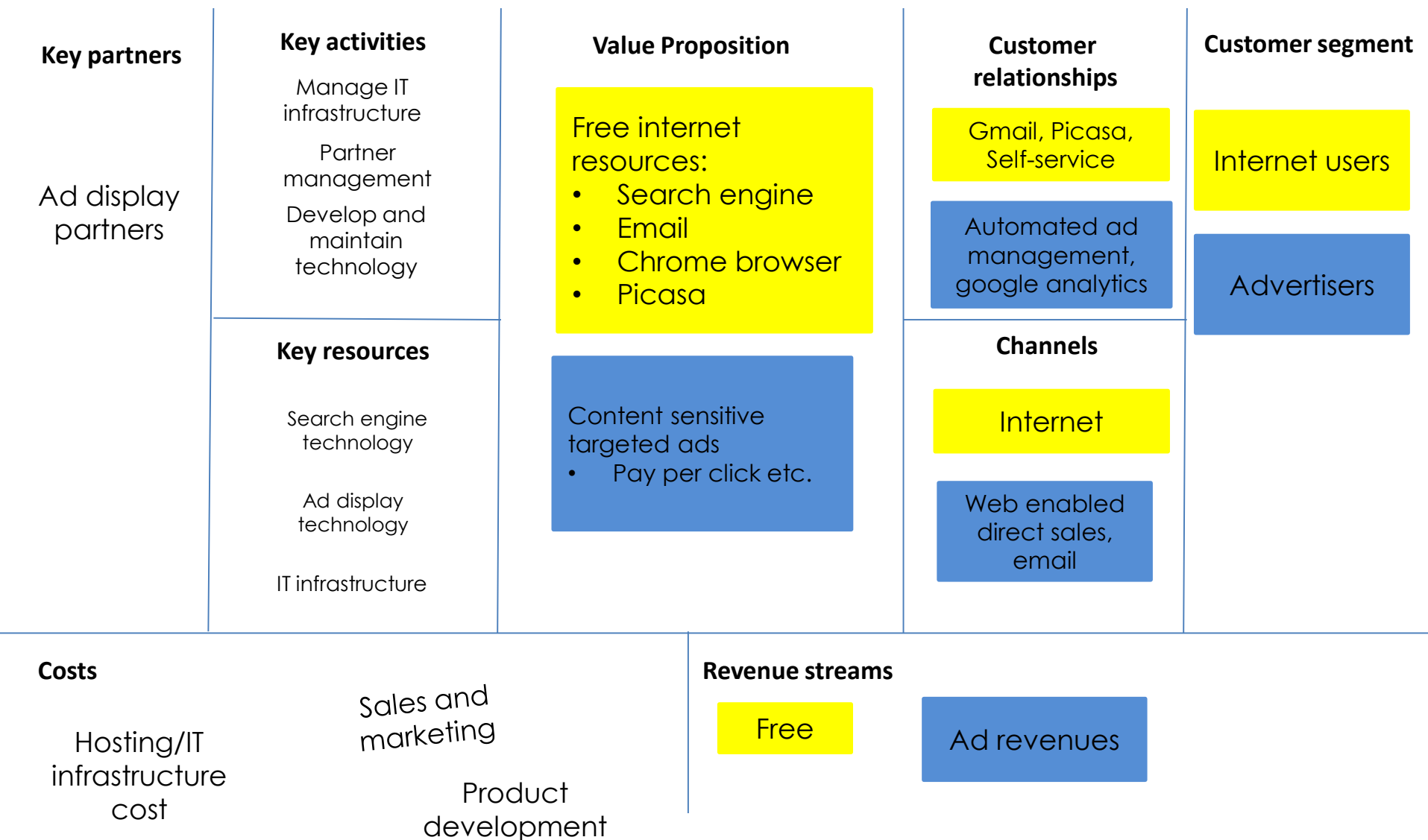
Baggage  
handling fees

Online ads

Partner  
referrals

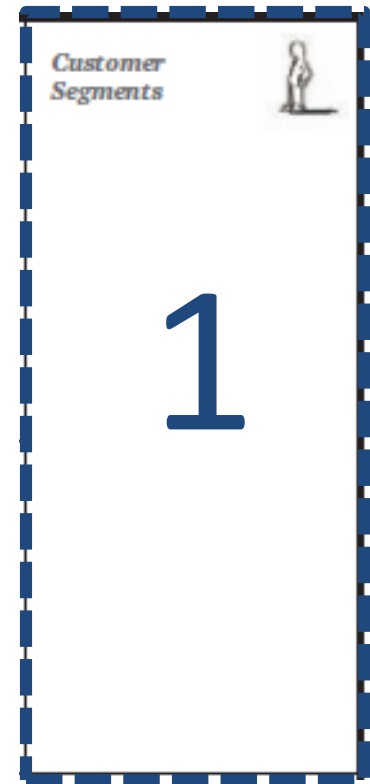
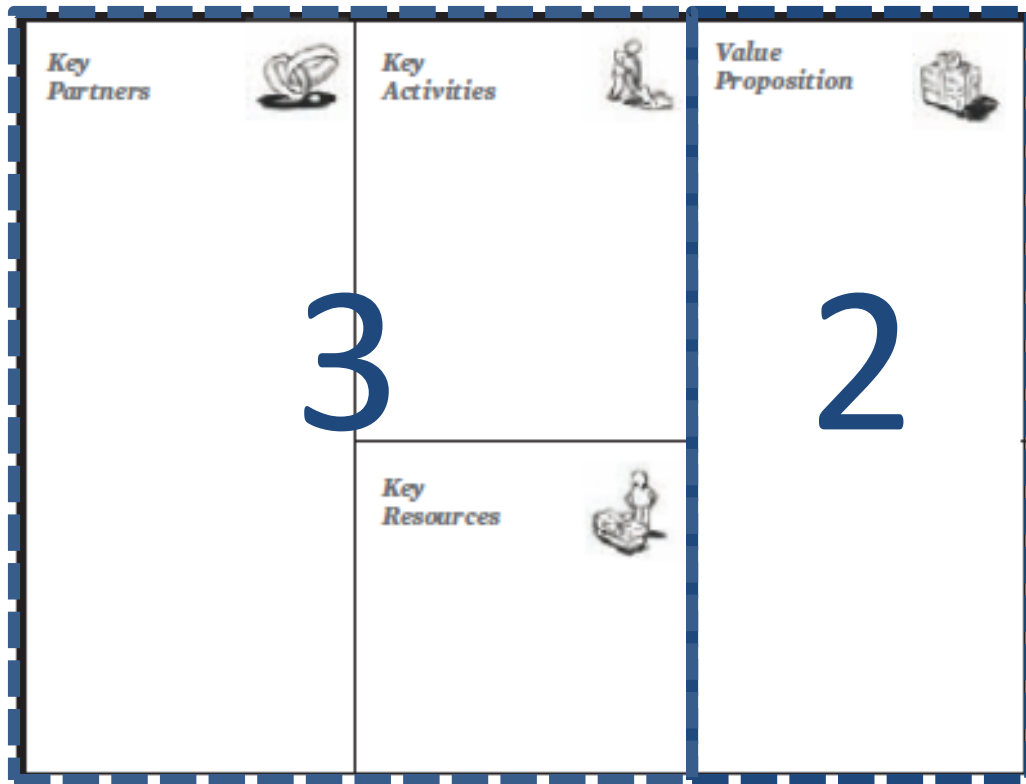
Check-in  
fees

# Google level 4



# Exercise

1. Prepare your key resources, activities and partners(15 min)
2. Present to other team
3. Give and get feedback (positive and constructive)



# MVP

The Minimum Viable Product is that minimum thing that you can build that creates value for your customer

# Paper & digital prototype

## Paper prototype

- Draw a storyboard – a scenario of when and how your customer is using your product (use post-it notes)
- Choose max 1-3 features that you want to test with your prototype
- Use paper UI elements to design your solution
- Start testing your prototype with customer

## Digital prototype

- Select tools based on your needs & skills: proto.io, appery.io, axure.com, powtoons.com
- Test with customer

# Thanks for attention!

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