

Futurepreneurs, workshop #3

CUSTOMER VALUE PROPOSITION

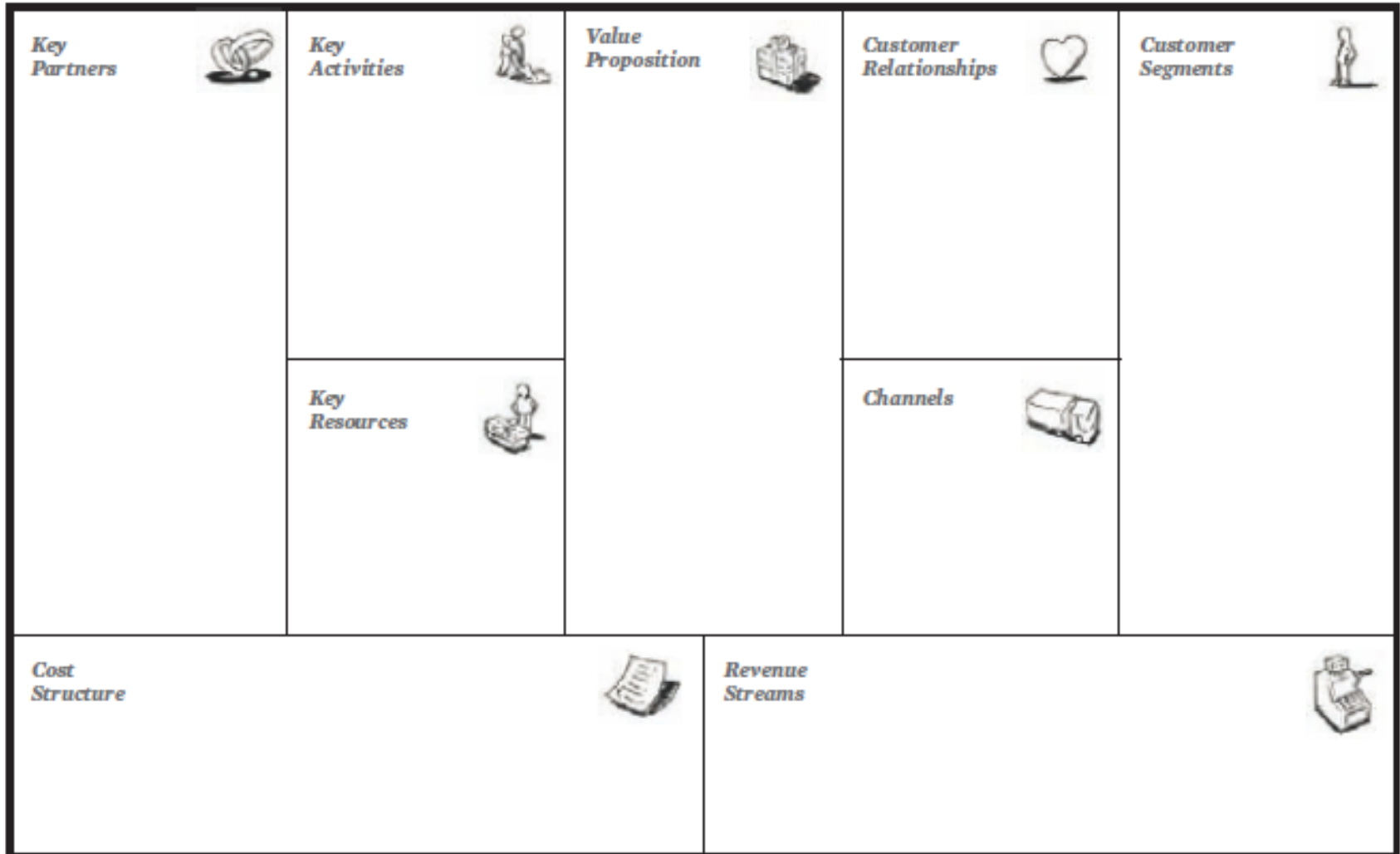
Agenda

- What is a value proposition 1/2
- What is a value proposition 2/2
- VP relationship with marketing



Value proposition 1/2

The Business Model Canvas



Words to avoid

- Amazing
- Revolutionary
- Awesome
- Innovative
- Breath-taking
- Cutting-edge
- Ground braking
- Sensational
- Disruptive

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**.”

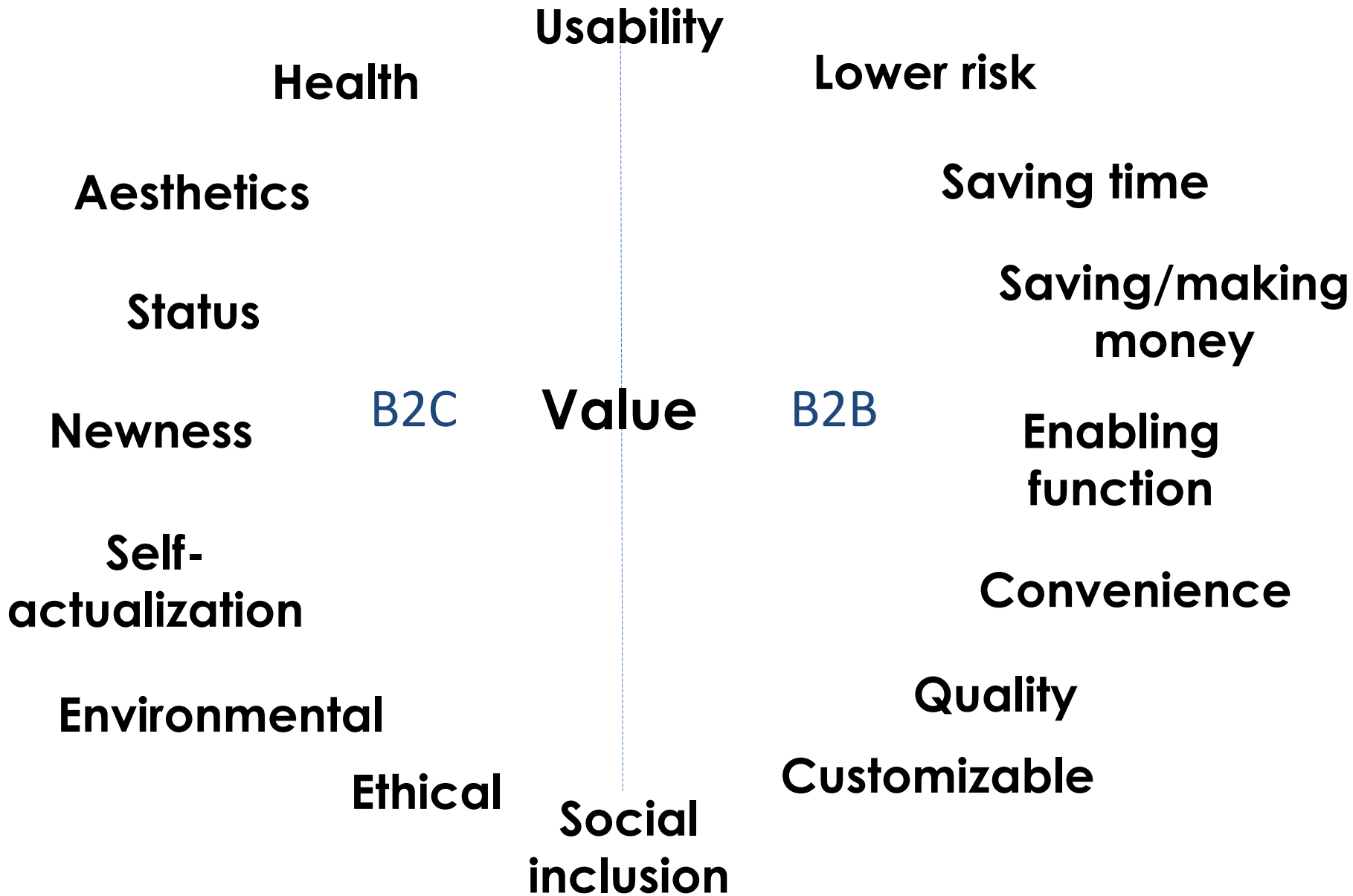
Bad: “Google uses a patented page-ranking algorithm to make money through ad placement”

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”



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 audience
3. Give and get feedback (positive and constructive)



Value proposition 2/2

NABC method

Need	What is the pain point / opportunity of the customer?
Approach	What is your specific approach to solve this need?
Benefits	What are the benefits for the customer versus to the costs?
Competition	Who are your competitors, by name?

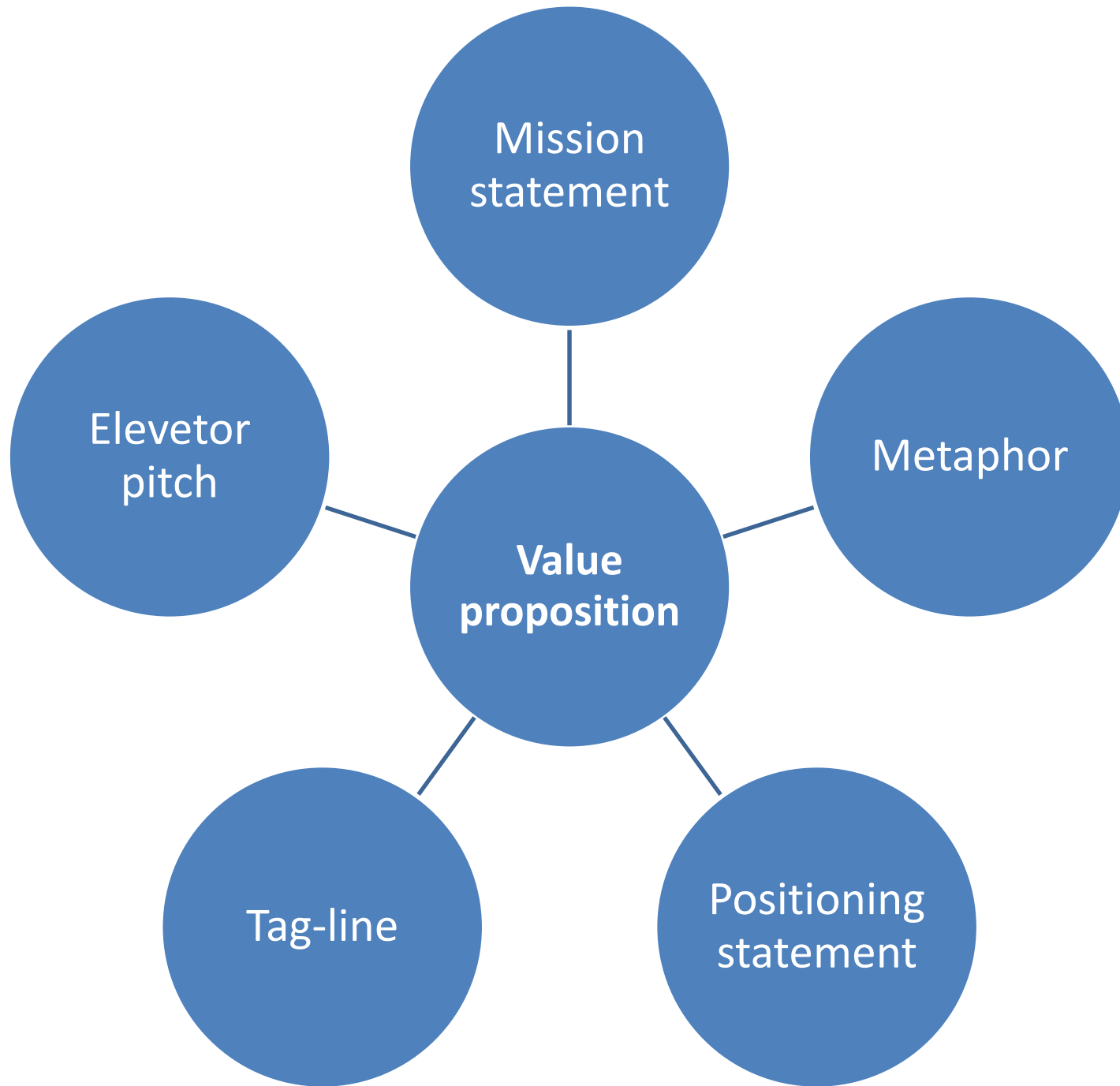
NABC not n**A**bc

Transformation from

n**ABC** (solution oriented)

→ **NabC** (customer oriented)

→ **NABC** (winning oriented)



Mission
statement

Elevator
pitch

Metaphor

Value
proposition

Tag-line

Positioning
statement

Elevator pitch: a 60 second quick pitch that describes the business.

Structure:

- Hook
- Problem
- Solution
- Unique Features
- Call to action

Positioning statement - value proposition
plus competitive anchor.

Metaphor - a way to anchor your brand to something people already understand

Examples:

"YOUR PRODUCT is like Uber for..."

"YOUR PRODUCT is like Airbnb for..."

"YOUR PRODUCT is like..."

Tagline - a marketing line to accompany your brand name.



“Think different”



“Open happiness”



“Go further”



“Just do it”

Thanks for attention!

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