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# FUTUREPRENEURS

*for Ukraine*

## WORKSHOP III: CUSTOMER VALUE PROPOSITION

**SCAN TO CHECK-IN:**





Futurepreneurs, workshop #3

# **CUSTOMER VALUE PROPOSITION**

# Agenda

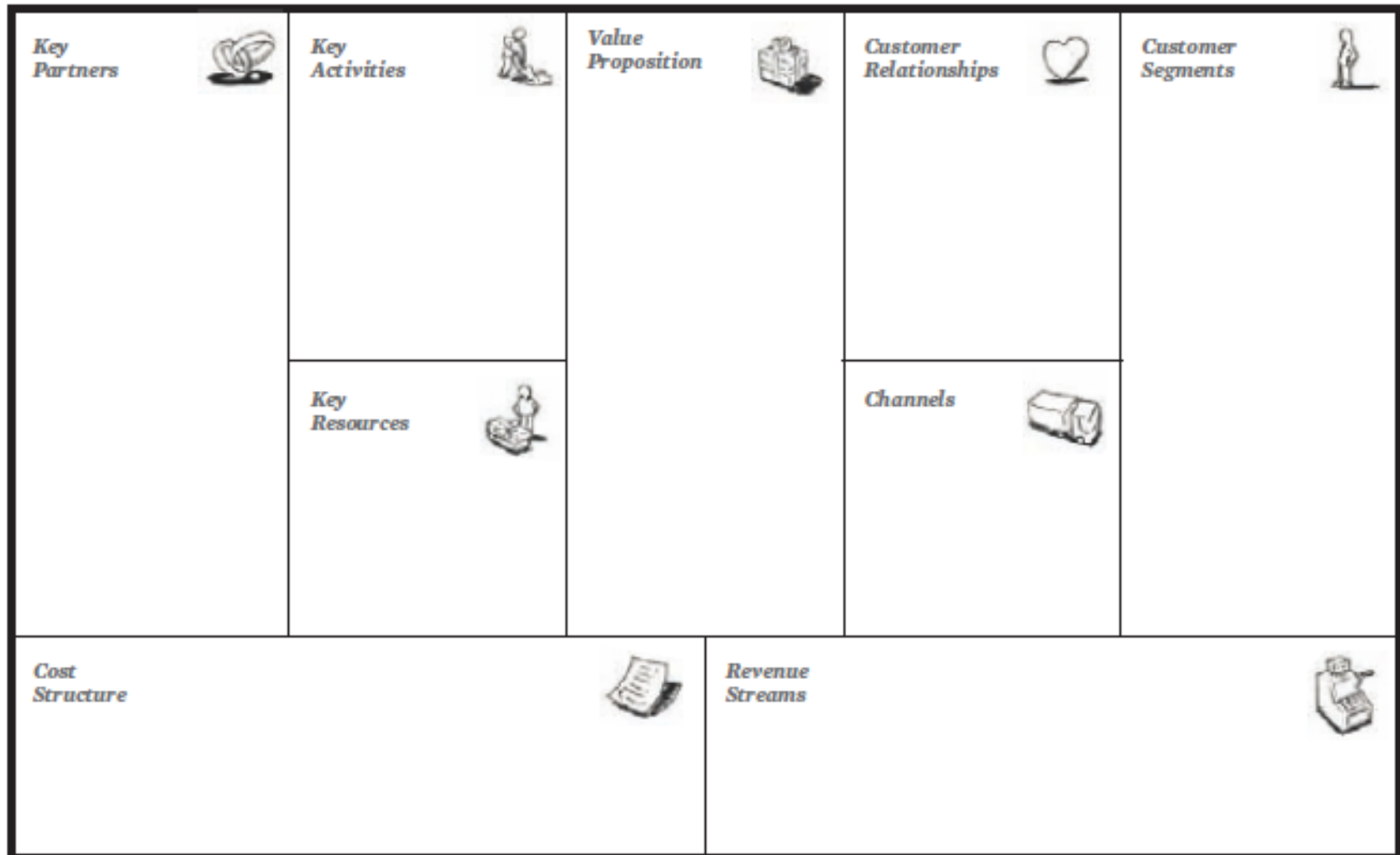
- What is a value proposition 1/2
- What is a value proposition 2/2
- VP relationship with marketing



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”

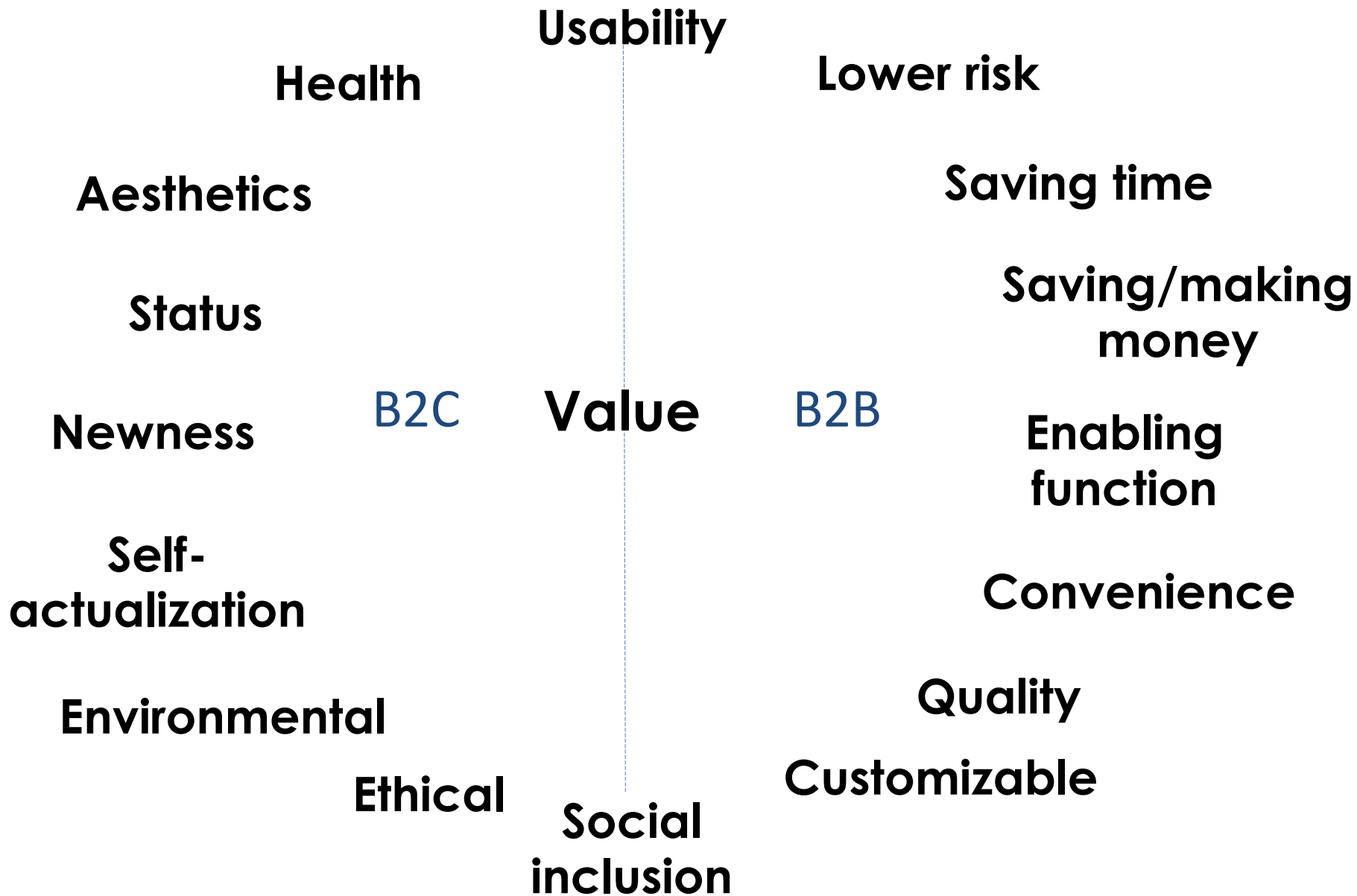
Are internet user really Google’s customers?

# 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

<b>N</b> eed	What is the pain point / opportunity of the customer?
<b>A</b> pproach	What is your specific approach to solve this need?
<b>B</b> enefits	What are the benefits for the customer versus to the costs?
<b>C</b> ompetition	Who are your competitors, by name?

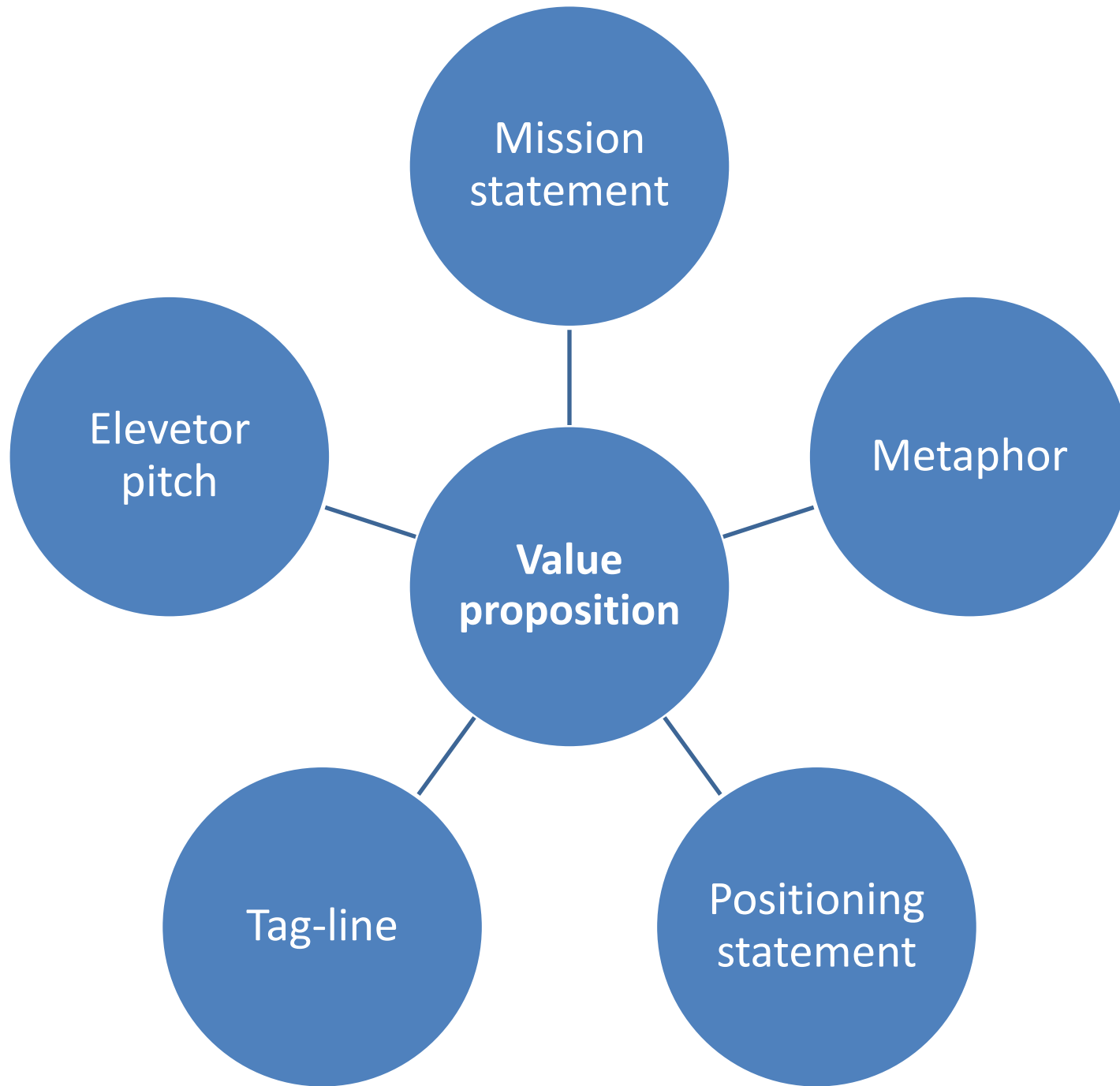
**NABC** not n**A**bc

**Transformation from**

n**ABC** (solution oriented)

→ **NabC** (customer oriented)

→ **NABC** (winning oriented)



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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