



Business Model Creation and Value Propositions





Value Created Through...

Newness

Price

Performance

Cost Reduction

Customization

Risk Reduction

Getting the job done

Accessibility

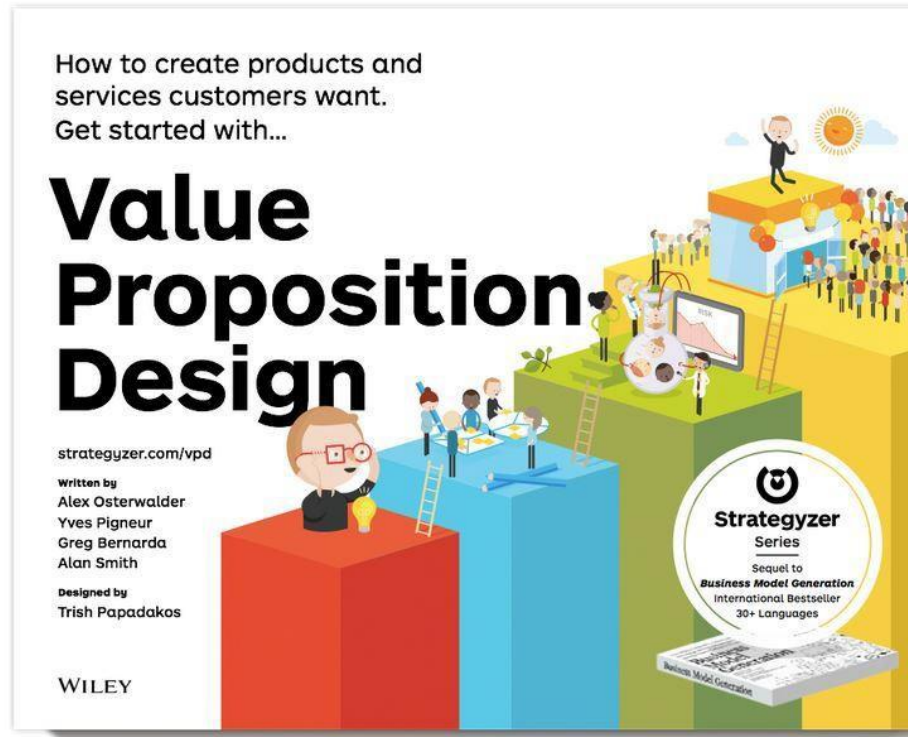
Design

Convenience

Brand/Status

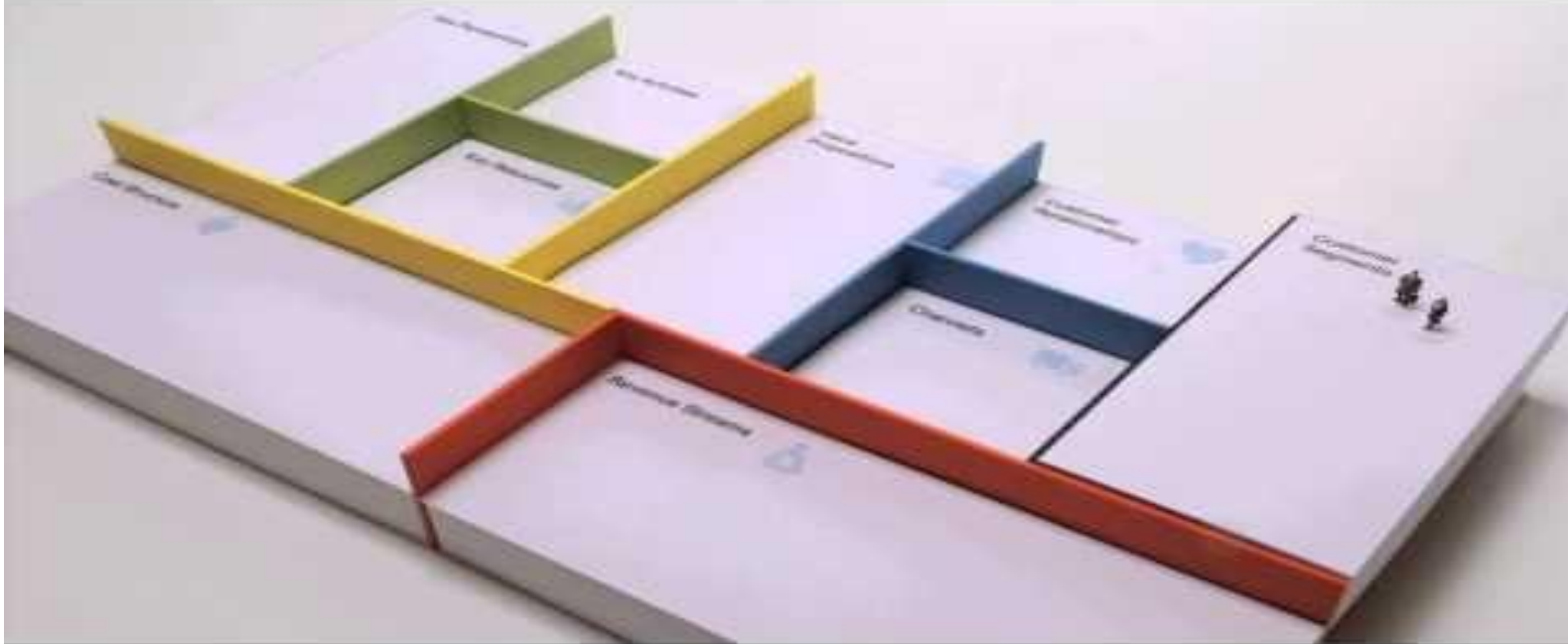
Usability

The new kid on the block



Pages 1-100: <https://strategyzer.com/value-proposition-design>

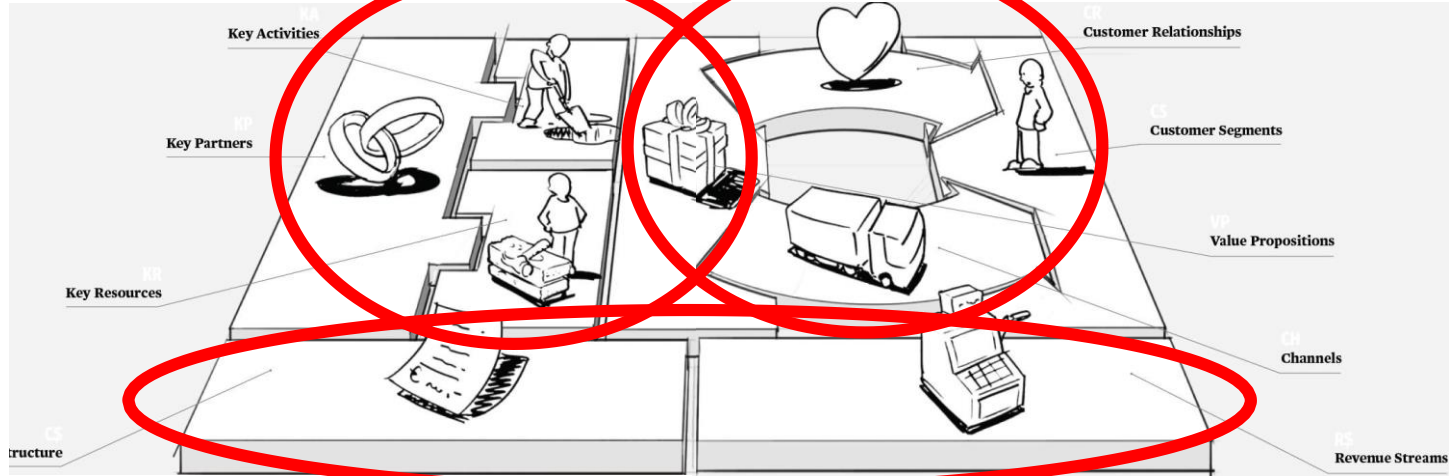
Business Model Primer



Business Model Canvas

Producing the offer

Serving the customer

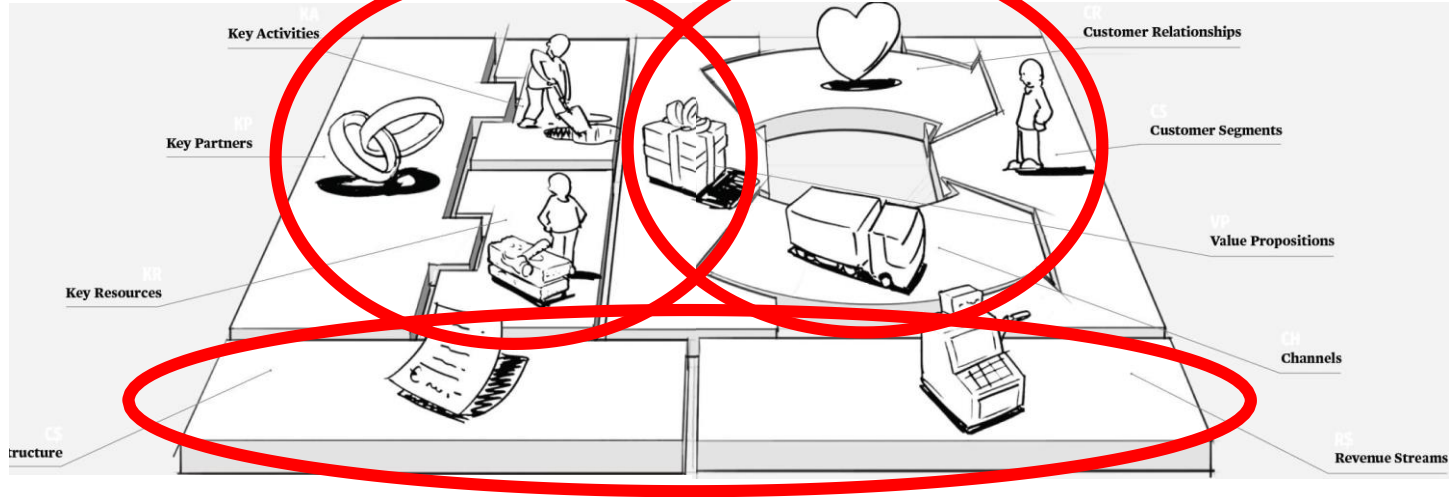


The bottom line

Where do you start?

Effectuation

User driven design



You never start here!

Effectuation

- <http://www.effectuation.org/>
- A principle for creating start-up's

- Based on Saras Sarasvathy's research

Start with Who I am—my traits, tastes, and abilities

What I know—my education, training, expertise, and experience

Who I know—my social and professional networks.

Using a combination of these means, the entrepreneur begins to imagine possibilities and take action.

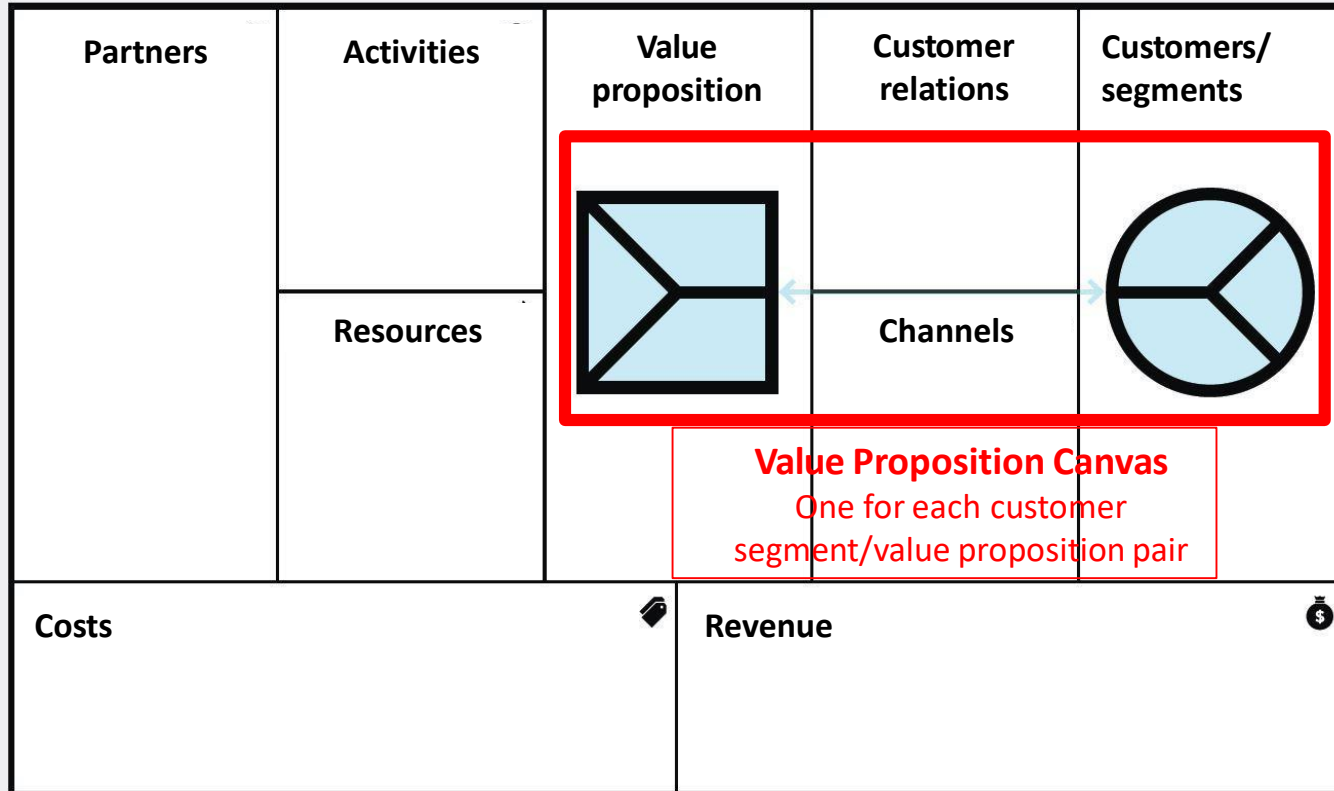
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



DESIGNED BY: Business Model Foundry AG

The makers of Business Model Generation and Strategyzer

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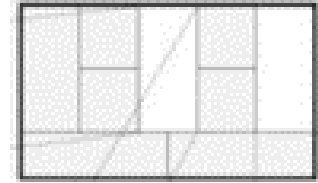


Strategyzer

strategyzer.com



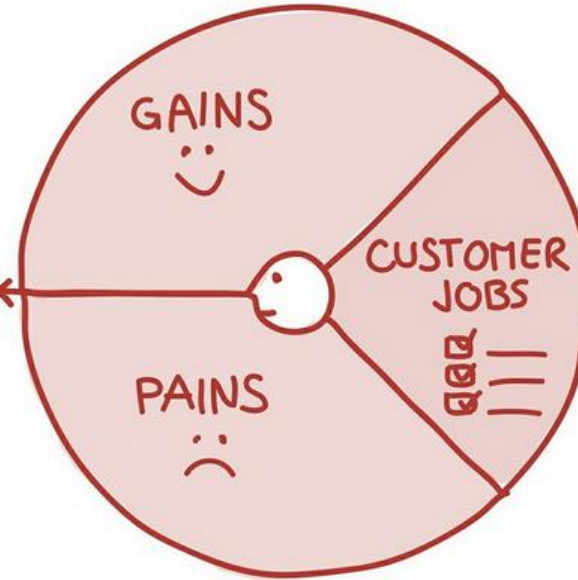
Value Proposition Canvas



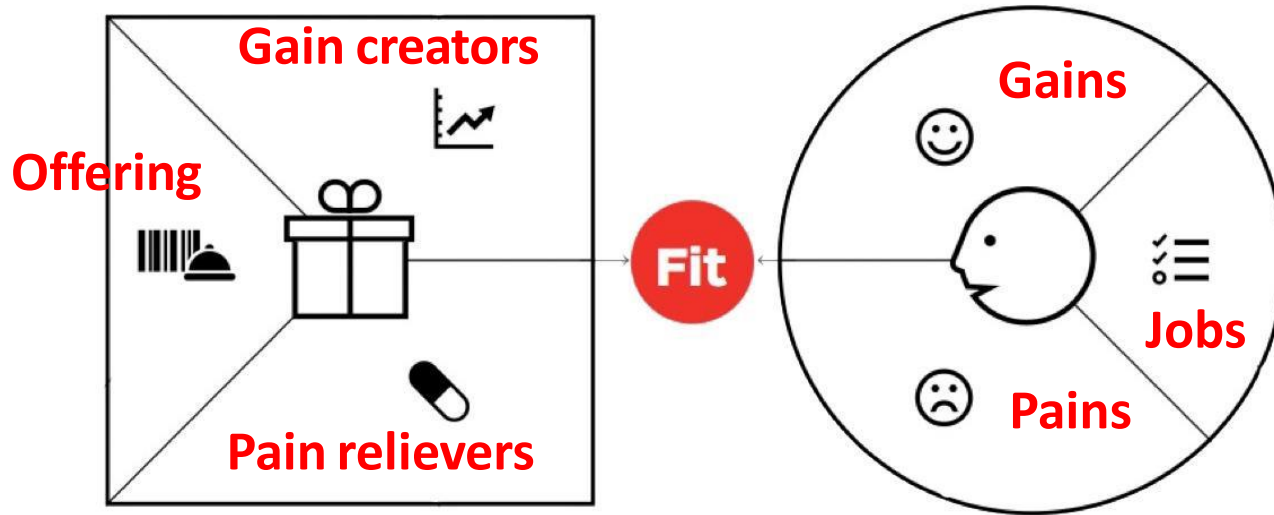
Value Proposition



Customer Segment

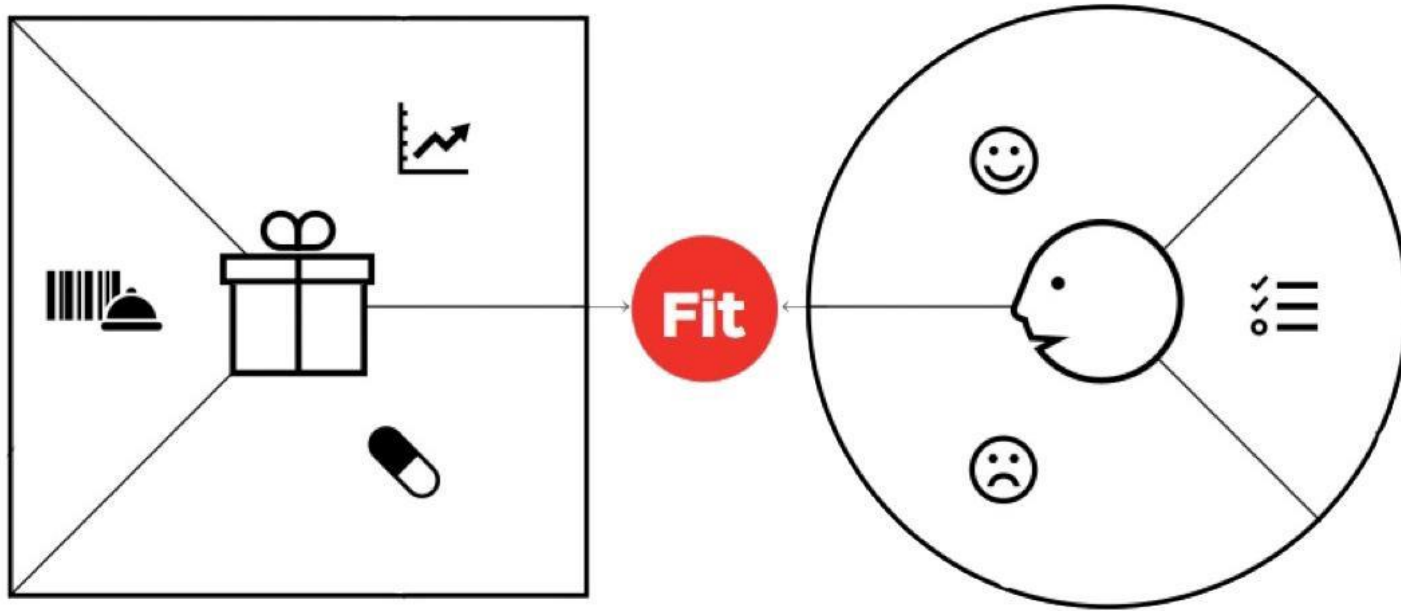


Value Proposition Canvas



Gain creators	←-----→	Gains
Services	←-----→	Jobs
Pain relievers	←-----→	Pains

Where do I get the input?

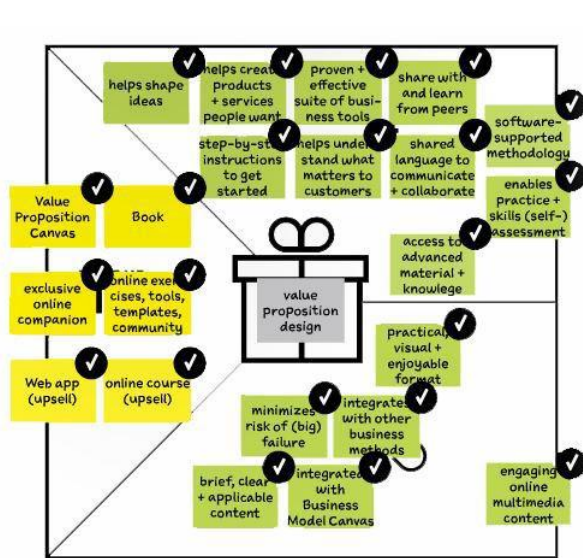


Value map
Defined by you

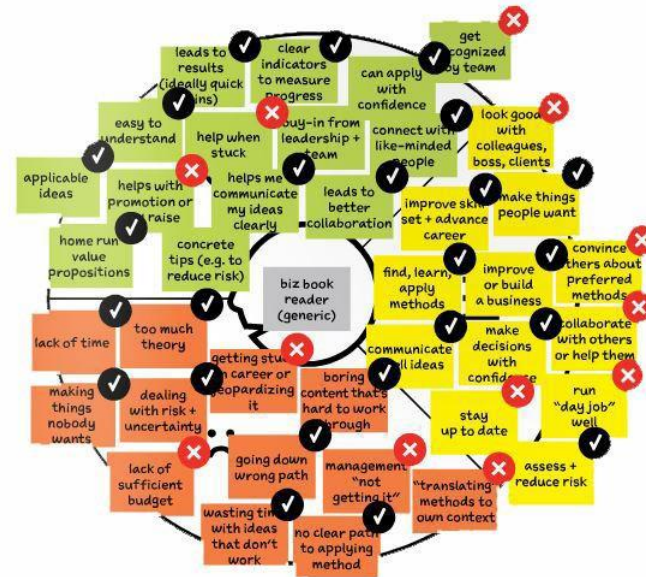
FIT
Validated with
real users

Customer profile
Learned from users

There be Post-It's

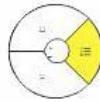


Your innovation
and creativity!



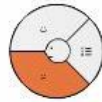
Discovered by
observing customers

Not all issues are created equal



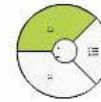
Job importance

Rank jobs according to their importance to customers.



Pain severity

Rank pains according to how extreme they are in the customers' eyes.



Gain relevance

Rank gains according to how essential they are in the customers' eyes.



Exercise

Do a value proposition canvas analysis of AirBnB
(<https://www.airbnb.com/>)

- From 2 perspectives:
 - Guest
 - Host

Step 1: Right side

- Get BMC/VPC
- Fill in two VPCs/right hand side
- 3 – 4 PostIt's per field (jobs, pains, gains)

TIME: 6 minutes

Step 2: Right side

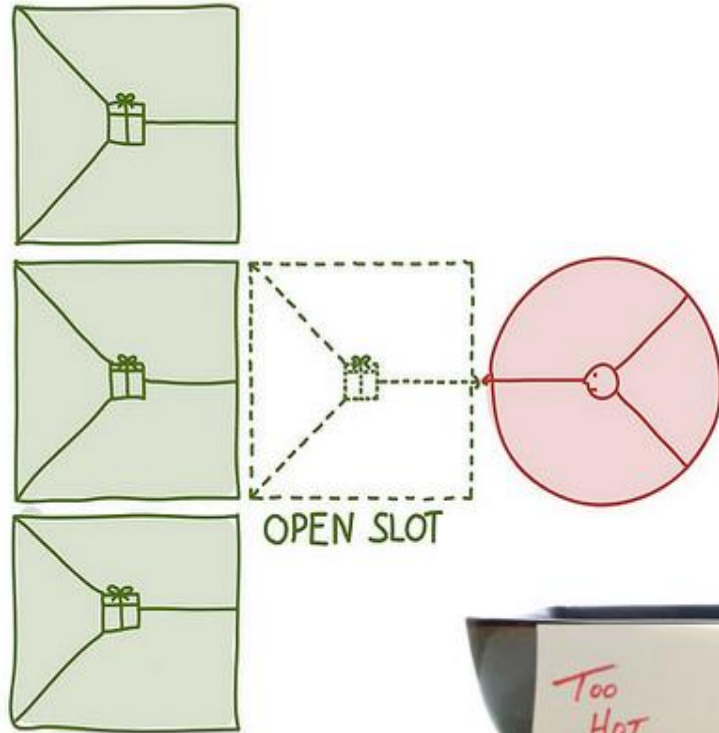
- Fill in two VPCs/left hand side
- 3 – 4 PostIt's per field (products and services, pain relievers, gain creators)

TIME: 6 minutes

Check your answers against

- <http://www.slideshare.net/PitchDeckCoach/airbnb-first-pitch-deck-editable>

Why? Competing for the open slot =





Thank you



Slide Deck Credits: Håkan Mitts