



Entrepreneurship Lecture 9 Value Proposition Design

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Value Proposition

- Unique factor of the product
- Benefits of the product to offer to the customer
- The reason for loyal customers

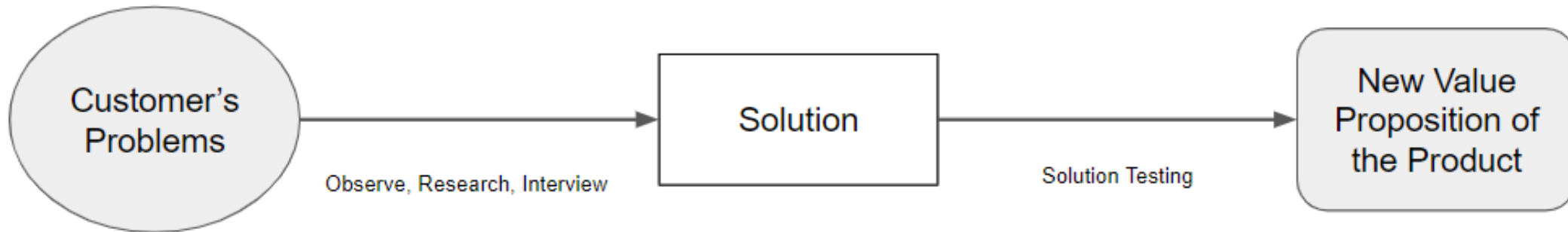


Value Proposition

- Not only “want it”, but “need it”
- The exact solution to the core problem

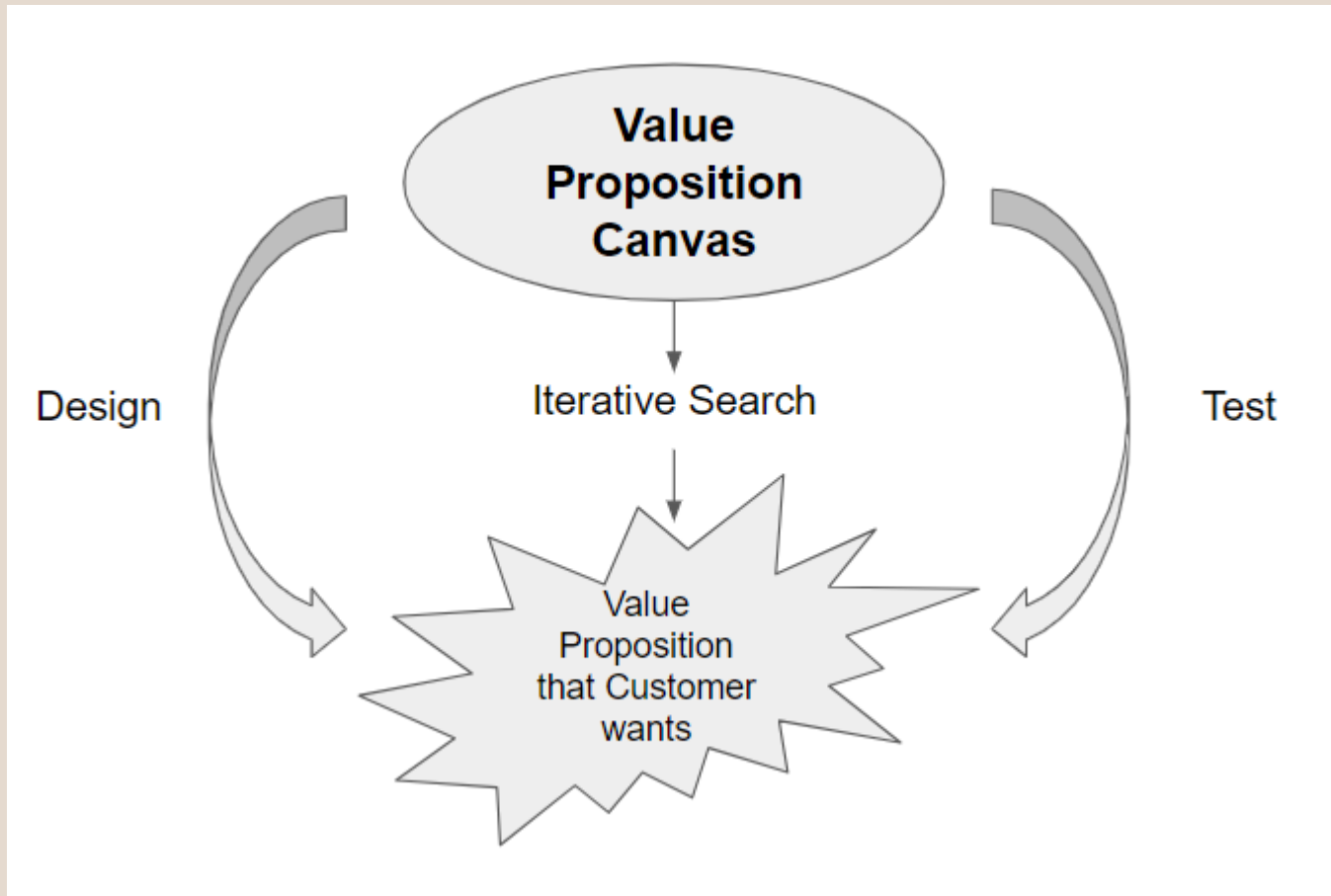


THE CONCEPT



Source: Osterwalder et al., 2014

THE PROCESS



Source: Osterwalder et al., 2014

Business Model Canvas VS Value Proposition Canvas

1. Business Model Canvas: Create value for the business/company
2. Value Proposition Canvas: Create value for the customer

Source: Osterwalder et al., 2010

Business Model Canvas VS Value Proposition Canvas

1. Business Model Canvas: Comprehensive analysis
2. Value Proposition Canvas: Focus on customer, support the BMC

Source: Osterwalder et al., 2010

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



Source: Strategyzer, 2023



THE BUSINESS MODEL CANVAS

A tool to help to build and understand a business model in a straightforward and structured way. It has nine blocks and shows the logic of an organization operates their business.

(Osterwalder et al., 2010)

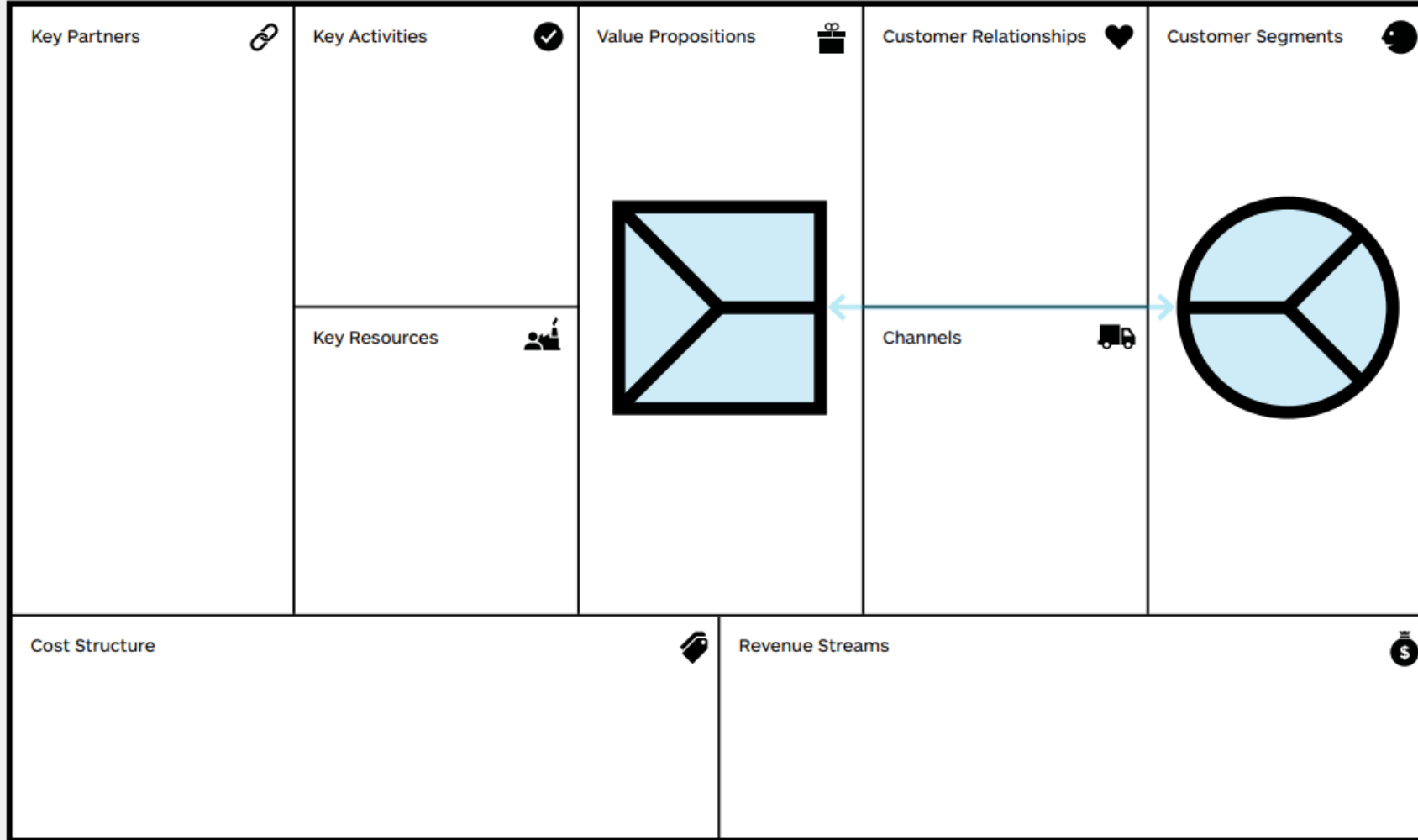
The Business Model Canvas

Designed for:

Designed by:

Date:


Version:



Source: Osterwalder et al., 2014

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Value Propositions

The collection products and services that create value for a specific Customer Segment

- Novelty
- Design
- Customize
- Price

The Function for a New-Venture

Help individual/teams to create an “uniqueness” and business model from the beginning

The Requirement

Osterwalder et al., 2014

1. Entrepreneurial knowledge
2. Tool skills
3. Design Thinking skills

The Requirement

Osterwalder et al., 2014

4. Customer Empathy

5. Experimentation skills

Value Proposition Canvas

Osterwalder et al., 2014

It has two sides:

1. Customer Profile
2. Value Map

1. Customer Profile

Osterwalder et al., 2014

Understand their profile:

1. Jobs
2. Pains
3. Gains

Gains describe the outcomes customers want to achieve or the concrete benefits they are seeking.



Pains describe bad outcomes, risks, and obstacles related to

Customer Profile

The Customer (Segment) Profile describes a specific customer segment in your business model in a more structured and detailed way. It breaks the customer down into its jobs, pains, and gains.

Customer Jobs describe what customers are trying to get done in their work and in their lives, as expressed in their own words.



Source: Osterwalder et al., 2014

2. Value Map

Osterwalder et al., 2014

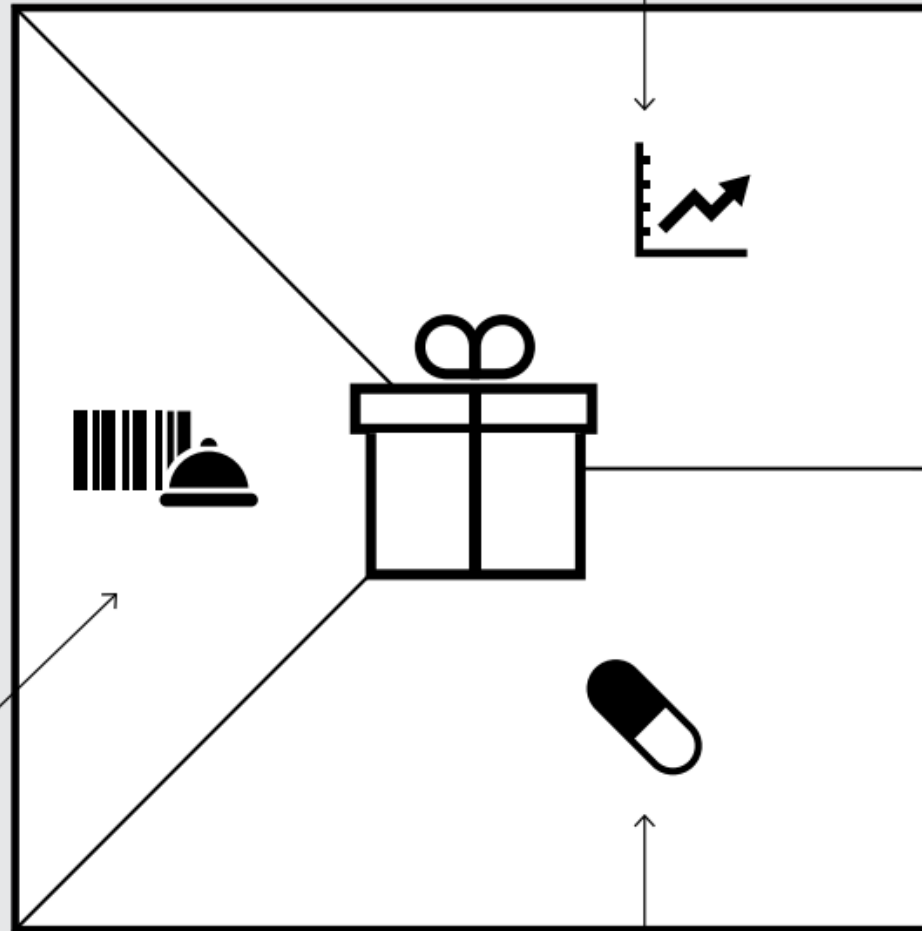
Understand their profile:

1. Products and Services
2. Pain Relievers
3. Gain Creators

Value Map

The Value (Proposition) Map describes the features of a specific value proposition in your business model in a more structured and detailed way. It breaks your value proposition down into products and services, pain relievers, and gain creators.

This is a list of all the **Products and Services** a value proposition is built around.



Gain Creators describe how your products and services create customer gains.

Pain Relievers describe how your products and services alleviate customer pains.

Source: Osterwalder et al., 2014



FIT

The condition that value meets to the customers' profile

Osterwalder et al., 2014



FIT

1. Problem-Solution Fit
2. Product-Market Fit
3. Business Model Fit

Osterwalder et al., 2014

CONCLUSION

The Value Proposition Canvas helps entrepreneurs understand their customers' desires.

Osterwalder et al., 2014

Reference

1. Osterwalder, A., Pigneur, Y., Papadakos, P., Bernarda, G., Papadakos, T., & Smith, A. 2014. Value proposition design. John Wiley & Sons.
2. Osterwalder, A., and Pigneur, Y. 2010. Business Model Generation. Chichester, England: John Wiley & Sons.
3. Strategyzer. 2023. The Business Model Canvas.
<https://www.strategyzer.com/library/the-business-model-canvas>



thank you

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