

VALUE PROPOSITION

Goal: Identify how your business can add value for customers

The value proposition describes the proposed benefit a customer will experience by making use of the products or services your business or organisation offers. Your customers are trying to achieve certain goals (impress a friend, show their boss they can do their job, make money so their children can attend university) with the aim of gaining something (status, independence, fun, respect). They may encounter obstacles during this process, (not having the right tools, encountering people who do not believe in them). Adopt a broad view while considering how you can add value, or ask your customers. Do not restrict yourself to current solutions or force a fit between products you currently have on offer and problems customers face. Aim for a value proposition that targets serious problems or important goals. You can also think of approaches that add value in unexpected ways (for example: helping with a task and at the same time making it fun).

Deliver Value

How can I use it?

- 1** Identify the customer segment you will consider.
- 2** List the goals these customers have in the rightmost box on the worksheet.
- 3** Describe customer comforts and concerns. Can you think of ways to make the life of your customers easier while they are trying to reach their goals? List these in the boxes *Delivering Comfort* and *Reducing Concern*.
- 4** Determine if there is a match between goals, desirable added value and obstacles on the side of the customer and what your business can offer.
- 5** Identify the products and services your business already offers that relate to the matching items. Can you think of new products that could be developed?

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