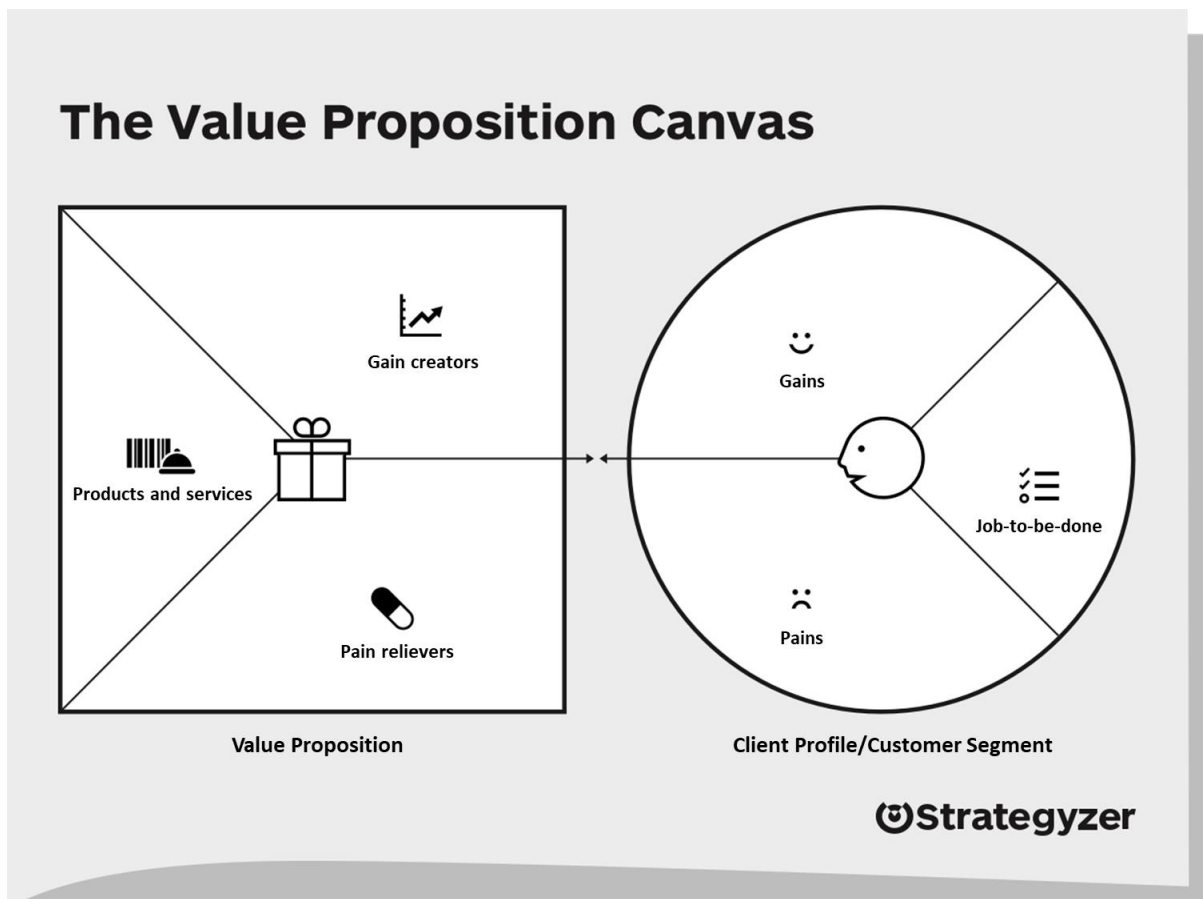


Topics for individual projects

Exercise 1. Defining your Value Proposition

The **Value Proposition Canvas**, by Strategizer (<https://www.strategyzer.com/>), is a framework which can help ensure that a product or service is positioned around what the customer values and needs. This framework is at the core of any business as it focuses on “What” and “To whom”, i.e., how your company delivers value to your audience.

Using the following framework, define in simple bullet points your customer segment and your value proposition.



From: <https://www.strategyzer.com/>

Start with your customer segment:

1. Job-to-be-done

What are the jobs your customer is trying to get done in work or life? These could be both functional and social. What basic needs do your customers have (emotional and/or personal)?

2. Gains

What would make your customer happy? What outcomes does he or she expect and what would exceed their expectations? Think of the social benefits, functional, and financial gains.

3. Pains

What is annoying or troubling your customer? What is preventing him/her from getting the job done? What basic What is hindering your customer's activities?

Then explain what you are going to deliver:

4. Gain creators

What can you offer your customers to help them fulfil the gains? Be specific, both in quantity and quality.

5. Pain relievers

How can you help your customer relieve his pains? Be explicit about how they can help.

6. Products and services

What are the products and services you can offer your customer so he can get his job done?