

The Value Proposition

Session 2 | July 27, 2022



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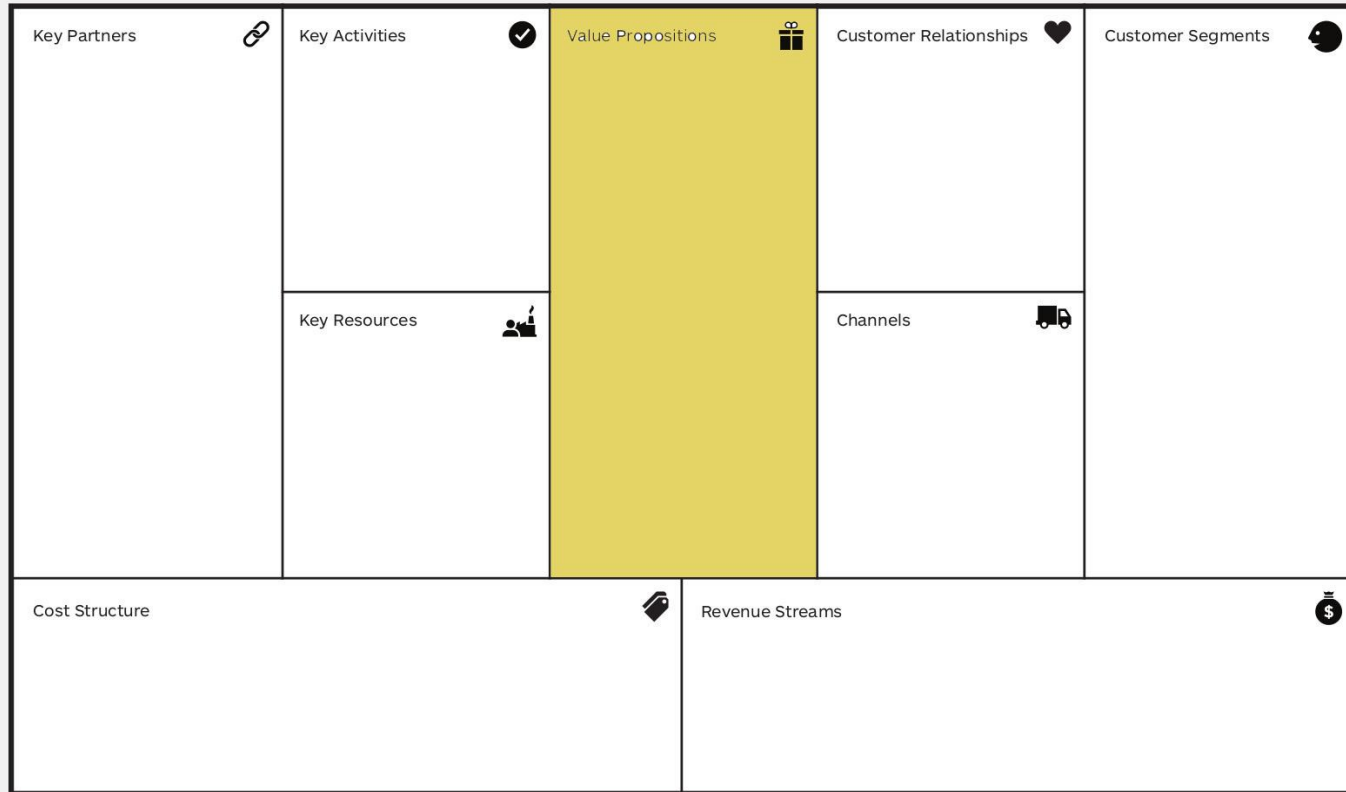
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



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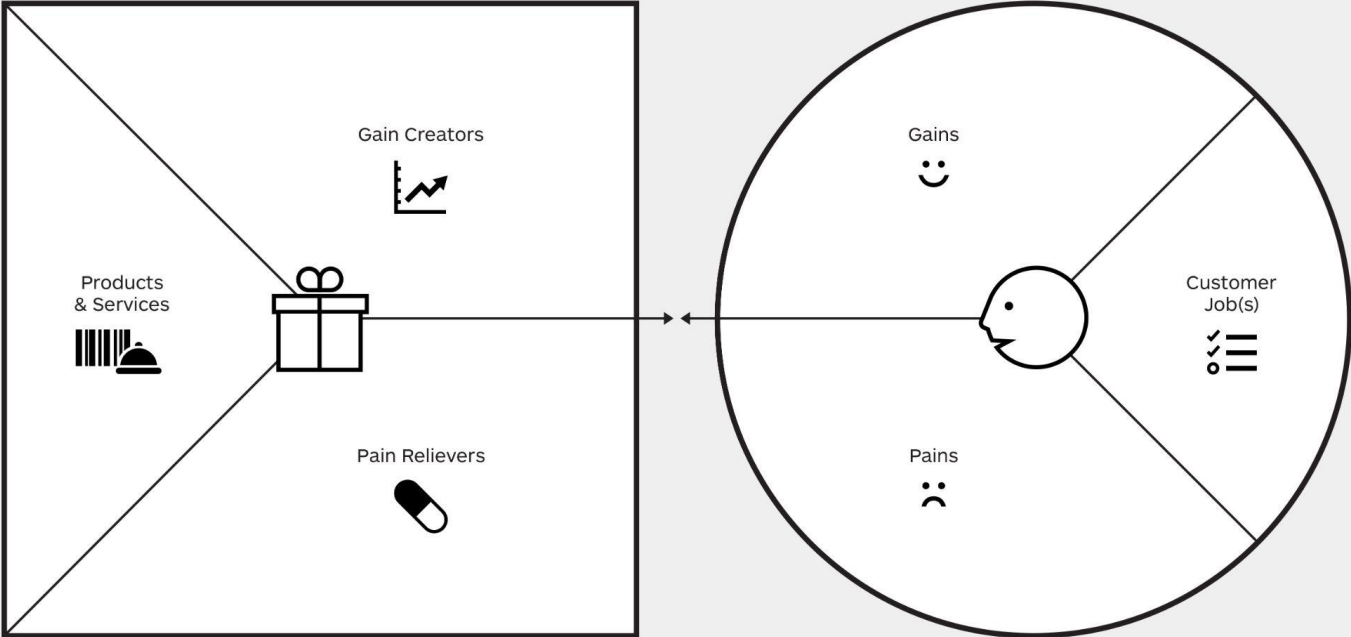
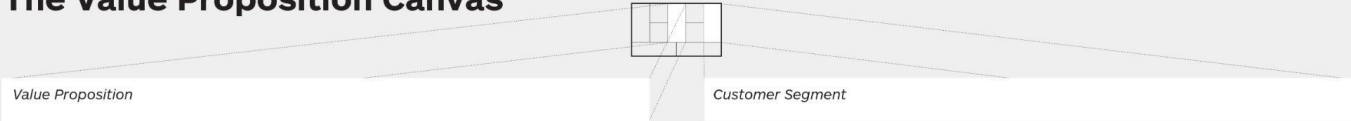
DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

 **Strategyzer**
strategyzer.com

Value Proposition is the Key!

- The Value Proposition box is the center of the canvas because it is the most important and first step in developing your startup.
- Why? **It's how you provide value!**
- **Removing pains** and **increasing gains**

The Value Proposition Canvas





Activity 1

- Fill out left side of Value Proposition Canvas
 1. What product/service are you providing?
 2. Which pains are removed when someone buys your product?
 3. Which gains are created?

[Work alone for 5 minutes, then find a partner and work together for 5 additional minutes.]



Activity 2

- Fill out right side of Value Proposition Canvas. Based on the left side of your canvas:
 1. What gains (benefits) does your customer receive?
 2. What pains (negative experiences) are eliminated?
 3. What tasks do they perform (customer jobs)?

[Work alone for 5 minutes, then find a partner and work together for 5 additional minutes.]

Ad-Lib Value Proposition Template

Ad-libs are a great way to quickly shape alternative directions for your value proposition. They force you to pinpoint how exactly you are going to creating value. Prototype three to five different directions by filling out the blanks in the ad-lib below.

OBJECTIVE

Quickly shape potential value proposition directions

OUTCOME

Alternative prototypes in the form of "pitchable" sentences

Our _____
Products and Services

help(s) _____
Customer Segment

who want to _____
jobs to be done

by _____
verb (e.g., reducing, avoiding) and a customer pain

and _____
verb (e.g., increasing, enabling) and a customer gain

(unlike _____)
competing value proposition



Activity 3

- Transfer the information from the Value Proposition Canvas to the Value Proposition Ad-Lib worksheet

[Work alone for 5 minutes, then find a partner and work together for 5 additional minutes.]

What does this all mean?

- Until we start customer discovery next time, these are all just guesses. **It's ok to guess right now!**
- Your value proposition statement informs your **Minimum Viable Product (MVP)**. It helps you **focus on the problem rather than the solution.**

For next time...

- Hang onto those two worksheets!
- We are going to revisit these handouts in the next session.



Homework

- Read *Talking to Humans* before our Friday session.