BUSINESS OBJECTIVE AND CONTEXT

Fill together with the person funding this project

How will we know that we have succeeded?
(After a month? After one year?)

Who needs to be involved?
(Stakeholders, old and related projects…)

What is our business objective?
(business problem/need/opportunity…)

Why is it important?
(How does it fit our strategy?)

What enables us?
(Our brand, our new strategy, competencies, resources, new legislation, previous project, specific conditions, new trends……)

What restricts us?
(Budget, Schedule, Organization, Legal, Competition,…)

ASK WHY.

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We filled this together with the person funding this? ☐
We talked these goals with our supervisors? ☐
All in this canvas is clear and understandable? ☐
We are comfortable to proceed? ☐

IMMERSION – To know where you are and to build on top of others work.

Your best guess of the customer's problem

Alternative solutions from the customer's perspective

Competitors within our business domain :

Hottest start-ups:

How could current business be disrupted:

Hot names, known experts, people to listen to:

Inspiring services & products:

Public debate around the topic:

DATA – Know your numbers and facts

What data do we need?
What internal data?
Should we do a wide scale market research?

List the relevant data sources:

Key findings of users from the DATA:

Key opportunity related to the users:

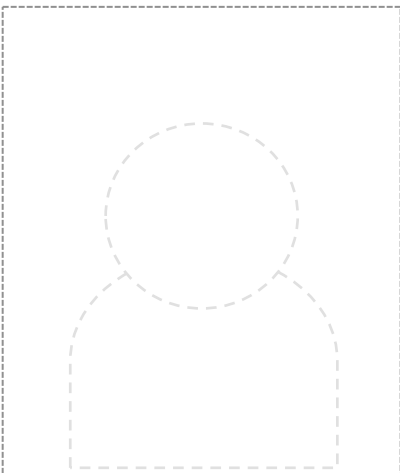**Key findings of our and others business based on the DATA:**

Key opportunity related to the business/ competitors:

CUSTOMER GROUPING – Choose who you aim to serve.

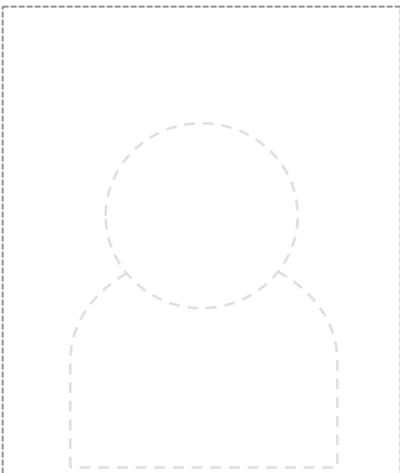Common in all customer groups:

Group name:

Description:

Problem (assumed) worth solving:

LOVE THE PROBLEM
NOT THE SOLUTION

☐ Main group?

Why/why not?

Group name:

Description:

Problem (assumed) worth solving:

LOVE THE PROBLEM
NOT THE SOLUTION

☐ Main group?

Why/why not?

Group name:

Description:

Problem (assumed) worth solving:

LOVE THE PROBLEM
NOT THE SOLUTION

☐ Main group?

Why/why not?

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INSIGHT – Deep understanding of the customer's motivations that unlocks a business opportunity

ASK WHY.

Name:

Needs + other key findings:

Thinks and feels:

Surprised us:

Name:

Needs + other key findings:

Thinks and feels:

Surprised us:

Name:

Needs + other key findings:

Thinks and feels:
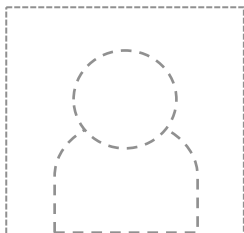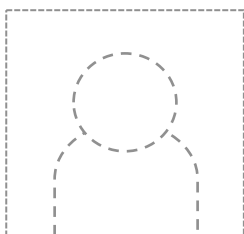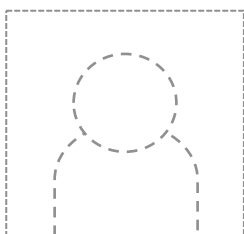
Surprised us:

Name:

Needs + other key findings:

Thinks and feels:

Surprised us:

Name:

Needs + other key findings:

Thinks and feels:

Surprised us:

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IDEATION

**Ideas that solve
the customer
problem**

**Customer's
Problem Worth
Solving**

Write it down on a high enough level
so that your ready made idea is not
the only solution to it.

**Ideas that fix,
eliminate or reduce
the customer's pain**

Negative emotions/aspects
related to the customer need

Positive emotions/aspects
related to the customer need

**Ideas that take
the best out of
the positive**

The Value Proposition Canvas is the property of
Strategyzer.com and Strategyzer AG.
www.strategyzer.com

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CONCEPT AND VALUE PROPOSITION

Concept name?

How does it work?

Value to the end-user?

LOVE THE
PROBLEM
NOT THE SOLUTION

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What differentiates it from other solutions to the same problem?

Value to our business?

Written value proposition:

Headline:

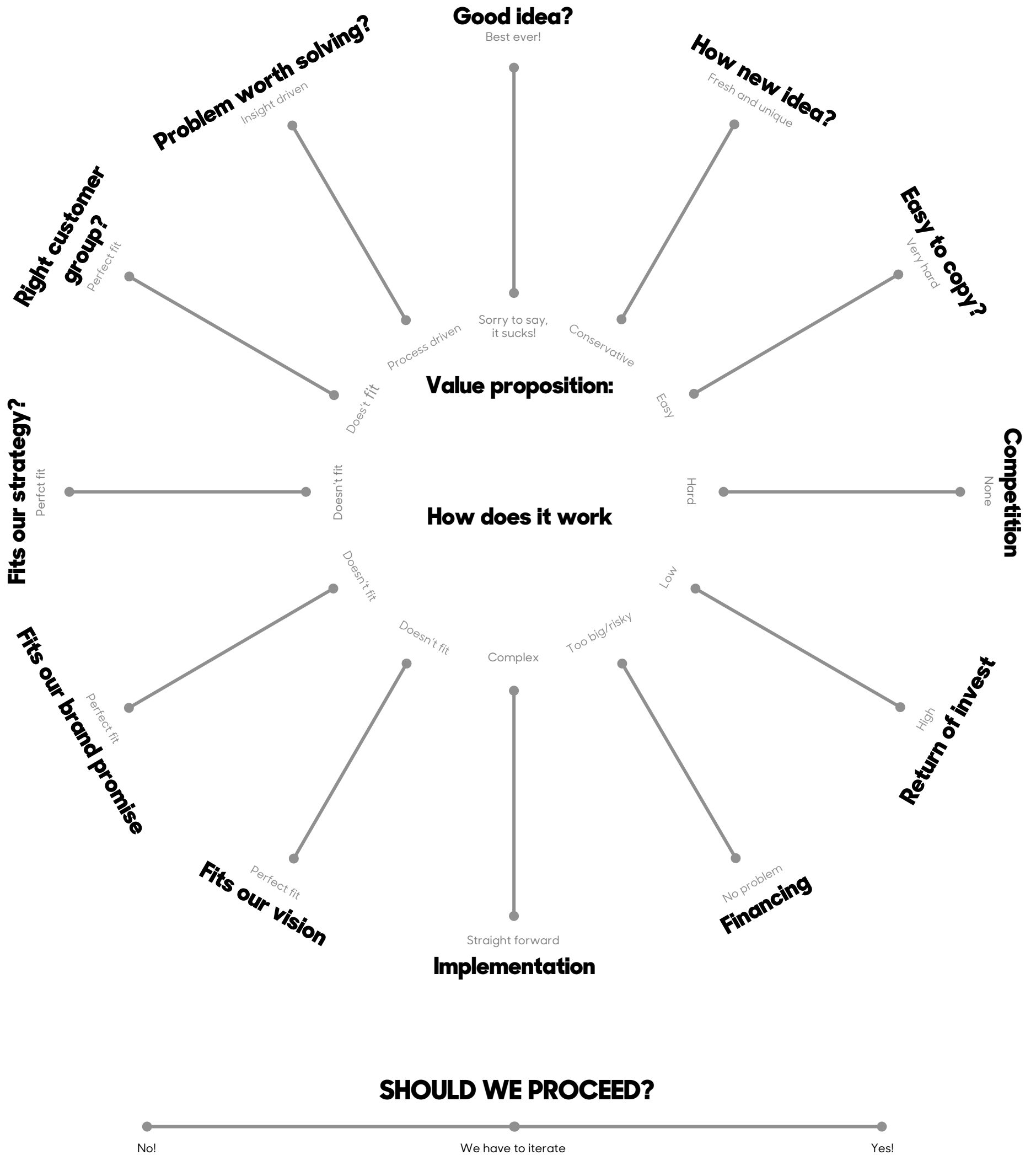Description

Main points:

*
*
*
*

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PROFILING THE CONCEPT – It's time to face the wet blanket

Good idea?
Best ever!

Problem worth solving?
Insight driven

How new idea?
Fresh and unique

Right customer group?
Perfect fit

Easy to copy?
Very hard

Sorry to say,
it sucks!

Process driven

Conservative

Value proposition:

Easy

Fits our strategy?
Perfect fit

Doesn't fit

Doesn't fit

Hard

How does it work

Competition
None

Doesn't fit

Doesn't fit

Low

Fits our brand promise
Perfect fit

Complex

Too big/risky

Return of invest
High

Fits our vision
Perfect fit

Straight forward

No problem

Financing

Implementation

SHOULD WE PROCEED?

No! — We have to iterate — Yes!

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FAKE ADVERTISEMENT – The value proposition prototype

WHAT IS THE FIRST TWEET WE SEND TO LAUNCH THE NEW PRODUCT?

HOW DO USERS FEEL WHEN THEY USE THE PRODUCT?

WHAT IS THE BRAND PERSONALITY?
- Describe yourself as a person?
- What car make would you be?
- What restaurant?
- What city?
- What singer/actor?
- What animal?

FAKE ADVERTISEMENT
THE FIRST PROTOTYPE

Picture

Caption

Headline

Copy

FAKE IT TILL YOU MAKE IT.
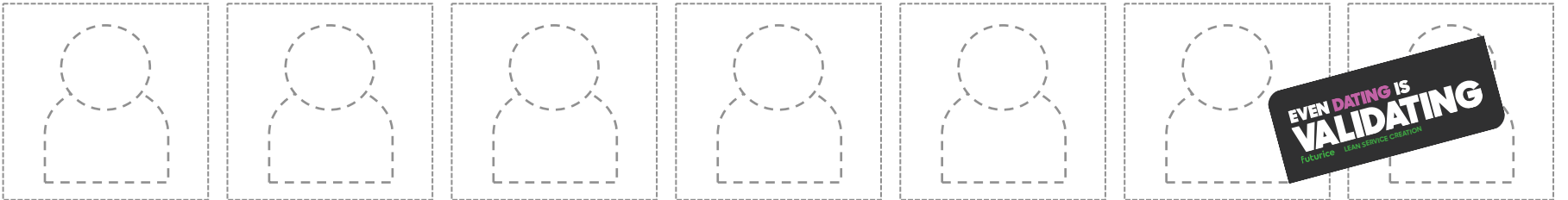
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VALIDATION – don't assume, validate. Do what ever it takes to prove your concept is bad.

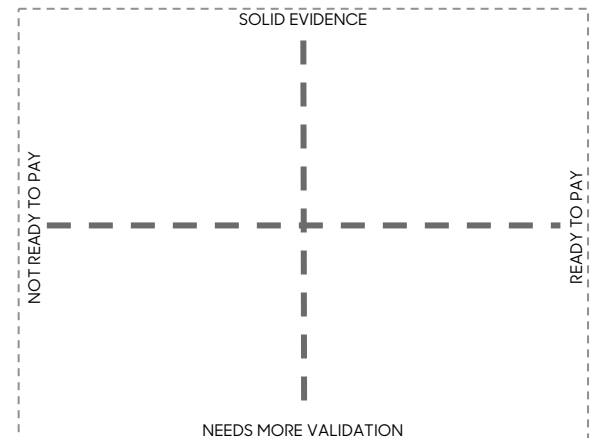| HOW WILL YOU VALIDATE YOUR VALUE PROPOSITION?	HOW WILL YOU VALIDATE YOUR CUSTOMER GROUPING?	HOW WILL YOU VALIDATE YOUR CUSTOMERS' WILLINGESS TO PAY?

EVEN DATING IS VALIDATING
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RESULTS	RESULTS	RESULTS

CONCLUSION	CONCLUSION What size?	CONCLUSION How much? €
		€
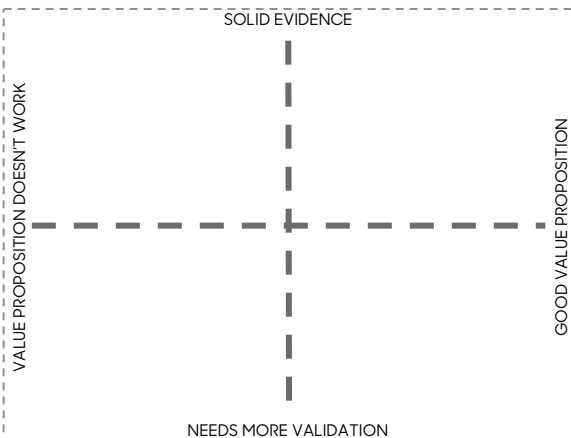
SOLID EVIDENCE / VALUE PROPOSITION DOESN'T WORK / GOOD VALUE PROPOSITION / NEEDS MORE VALIDATION

SOLID EVIDENCE / TOO SMALL CUSTOMER GROUP / LARGE ENOUGH CUSTOMER BASE / NEEDS MORE VALIDATION

SOLID EVIDENCE / NOT READY TO PAY / READY TO PAY / NEEDS MORE VALIDATION

SHOULD WE PROCEED?

No!   We have to iterate   Yes!

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CUSTOMER ENGAGEMENT – How do we make people advocate the service

AWARENESS

2. WHAT ENABLES

ENGAGEMENT

ADVOCATE

1. WHAT PREVENTS

PURCHASE

USE MORE

USE
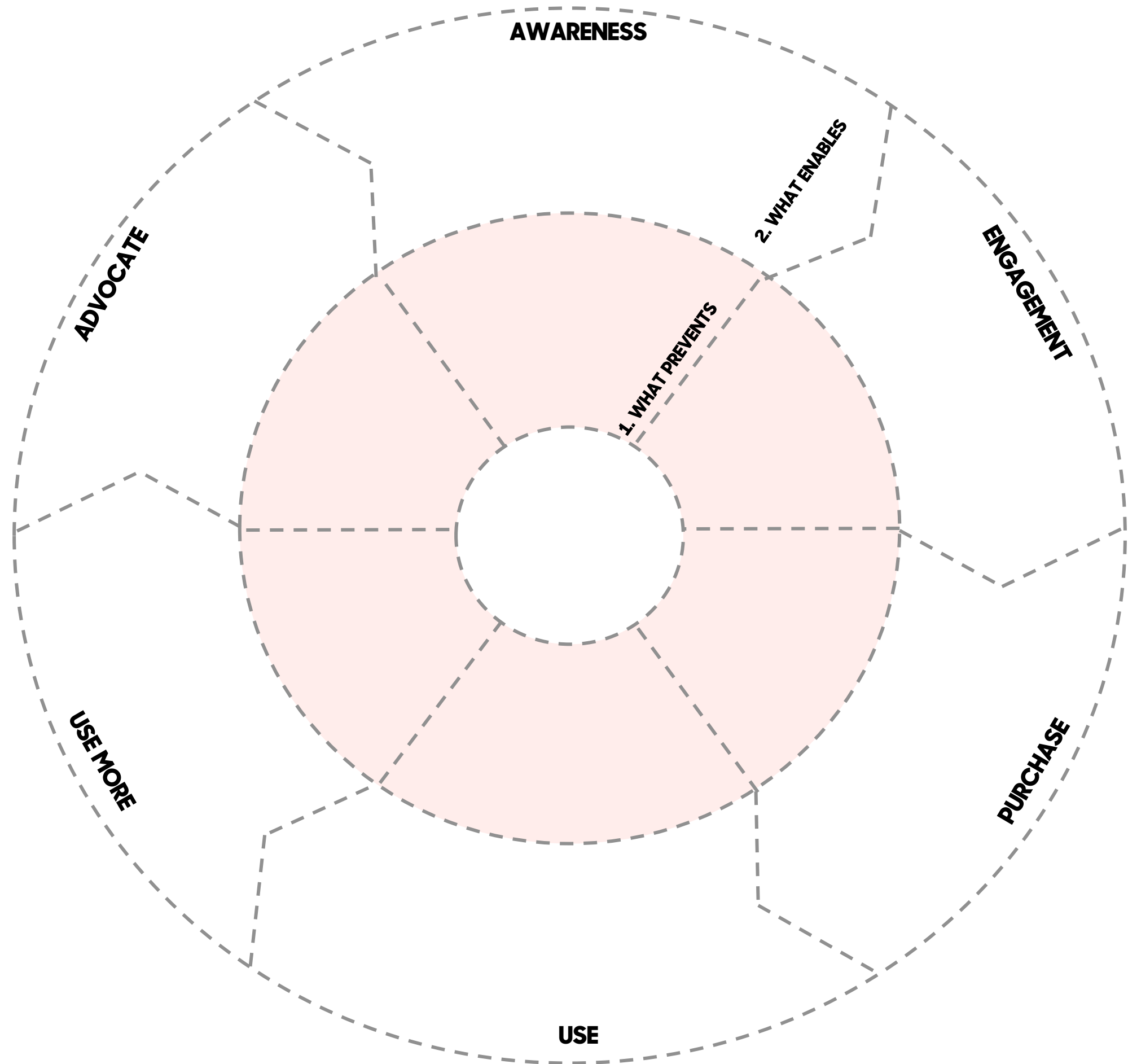
Key activities:
What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

Key resources:
What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

Key partners:
Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

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BUSINESS MODEL & MARKET SIZE – Making sure there is the business

Who pays whom? How much?

What is the revenue model?

How are customers paying today? How much?

Where and how do you anchor the price perception?

Total addressable market:

1st year sales:

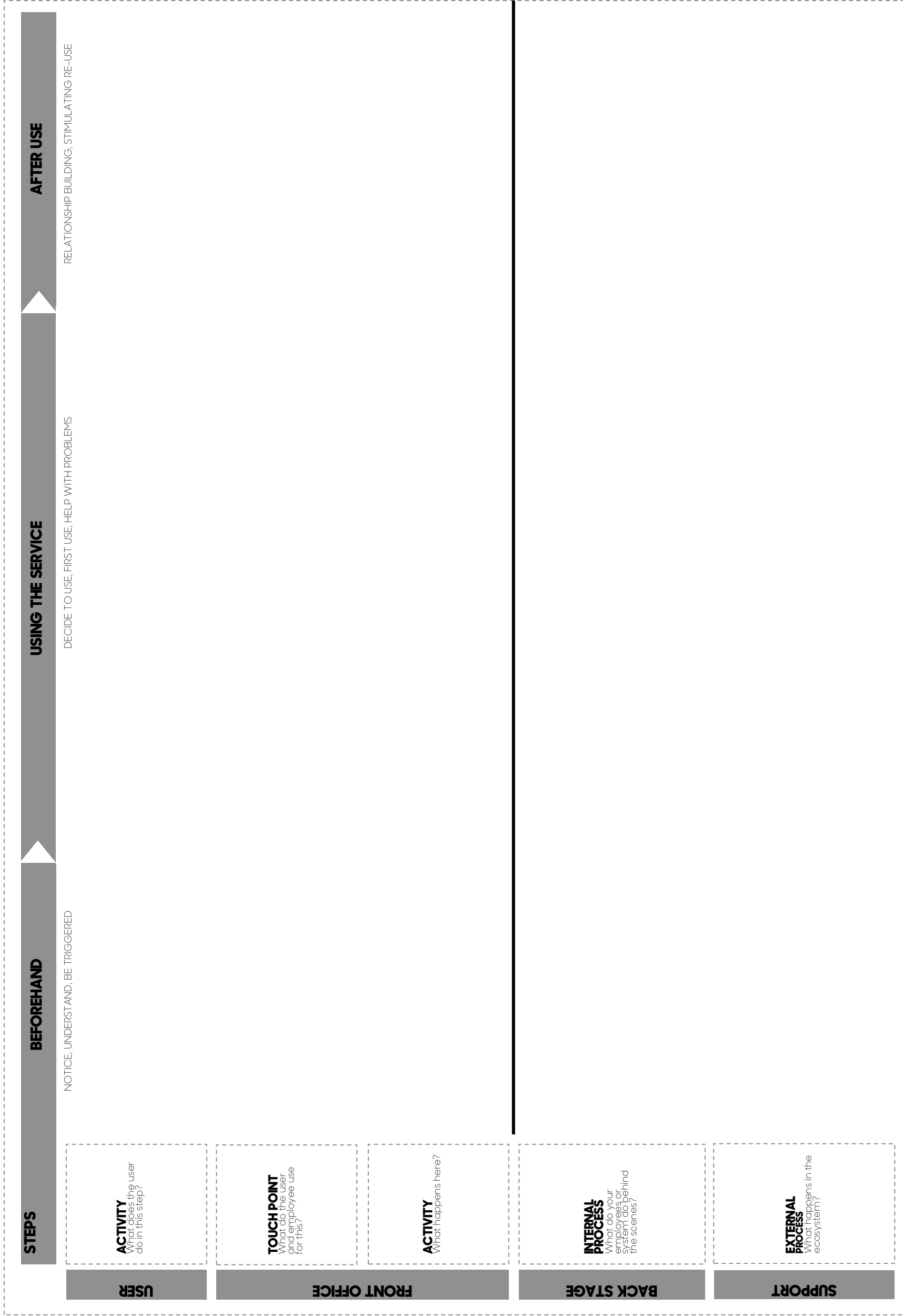**Plan for 1st month sales:**
How much? How? To whom? Who?

Potential target market:

Cost structure?

Key elements for EBIT?

This canvas has elements from the Business Model Canvas ioriginally by Strategyzer AG.

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SERVICE BLUEPRINT

STEPS	BEFOREHAND	USING THE SERVICE	AFTER USE
	NOTICE, UNDERSTAND, BE TRIGGERED	DECIDE TO USE, FIRST USE, HELP WITH PROBLEMS	RELATIONSHIP BUILDING, STIMULATING RE-USE

STEPS			
USER	**ACTIVITY** What does the user do in this step?		
FRONT OFFICE	**TOUCH POINT** What do the user and employee use for this?		
	ACTIVITY What happens here?		
BACK STAGE	**INTERNAL PROCESS** What do your employees or system do behind the scenes?		
SUPPORT	**EXTERNAL PROCESS** What happens in the ecosystem?		

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EXPERIMENTING – Finding the answers before building it..

	OUR MAIN ASSUMPTIONS	HOW TO EXPERIMENT	SUCCESS CRITERIA	KEY FINDINGS
IF THE CONCEPT/BUSINESS WON'T WORK IT FAILS DUE TO:				

DO YOU THINK? DO YOU KNOW? DID YOU CHECK?

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What is in the MVP?

ASK WHY.

What is not in the MVP?

ASK WHY.

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MVP BACKLOG
– What is in between current state and the launched MVP

RIGHT NOW WHAT IS THE MOST CRITICAL...

TECHNICAL ISSUE?
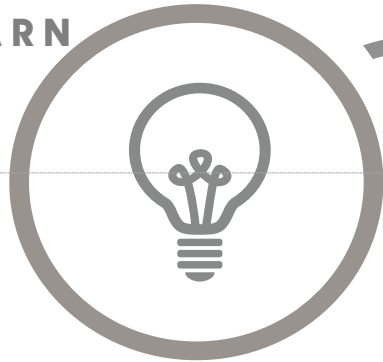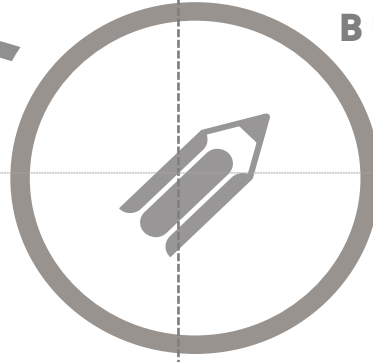
BUSINESS QUESTION?

END USER VERIFICATION?

STORIES	TO DO	IN PROGRESS	DONE

LEARN

BUILD

MEASURE

WHAT TO MEASURE — MVP is out. What to measure to make it rock?

VALUE PROPOSITION METRICS

[customer's problem]

LOVE THE
PROBLEM
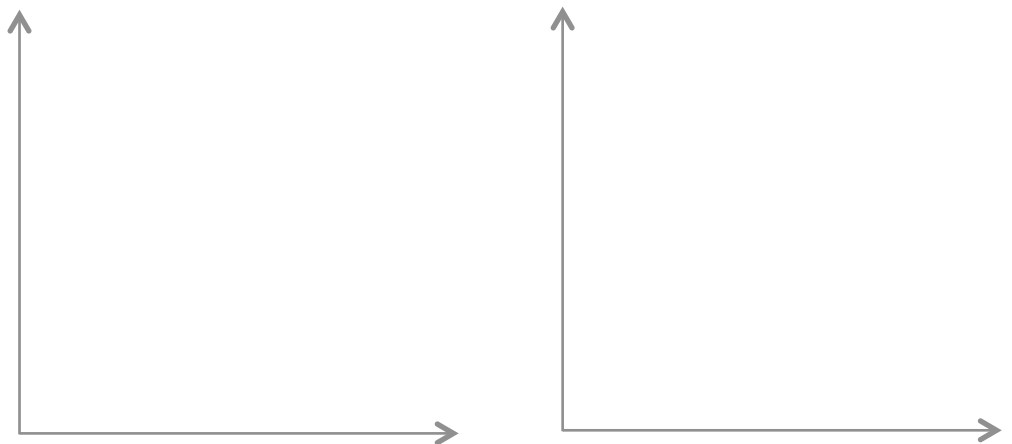NOT THE SOLUTION

[insert metrics here]
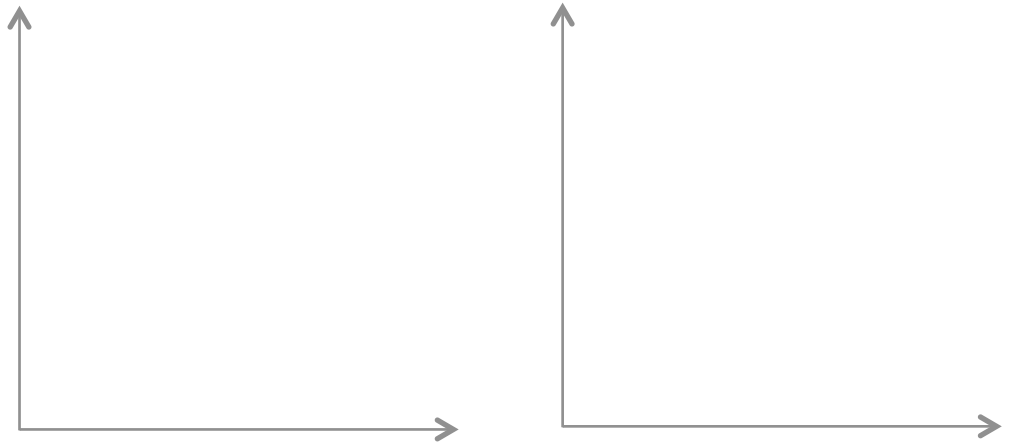
SERVICE METRICS

[most important service elements]

[insert metrics here]

BUSINESS METRICS

[your business goal]

€

[insert metrics here]

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