

A!

Aalto University
School of Business



Aligning Value Proposition with Market

Photo: demoshelsinki/flickr

What is the **need** you are trying to satisfy?

- Clearly define the need you are trying to satisfy
- Who is the customer
- What drives their need
- How much is it worth to solve
- Figure out how they are solving the problem today and how **big** a pain point it is.

What is the potential market size?

- Size up the market
- Know the growth projections and incumbents' shares of the market
- Determine market share that you can acquire.

What is your competitive advantage?

- Scope out the competitive landscape and identify your competitive advantages (Technology, IP, channel innovation, etc.).
- Understand how sustainable your competitive advantage will be.

What is your marketing/sales channel?

- Define how you will bring your product to market
- Determine if the sales economics dictate the use of direct or indirect sales channels.
- Understand the full cost associated with bringing your product solution to market.

What is your business model?

(i.e, How are you making money?)

- Clearly define your revenue model and expenses so that you know you can make money (and how much)
- This Will Initially Be Notional

What resources do you need to launch this business?

Estimate the capital resources you will need to launch this business and in what timeframe you will need these resources

What are the major show-stoppers? (i.e, risk mitigation)

- Highlight the major hurdles with the business concept and put forward solid arguments as to why you think you can overcome these hurdles.
- **Know how you are going to win!**

Business Model Canvas

- Various Ways to Lay This Out
- Helps Summarize Your Approach to the Opportunity and how to bring it to market
- Here Is One Way to Do It - Use the One You Like Best

Business Opportunity

Briefly describe your product or service.

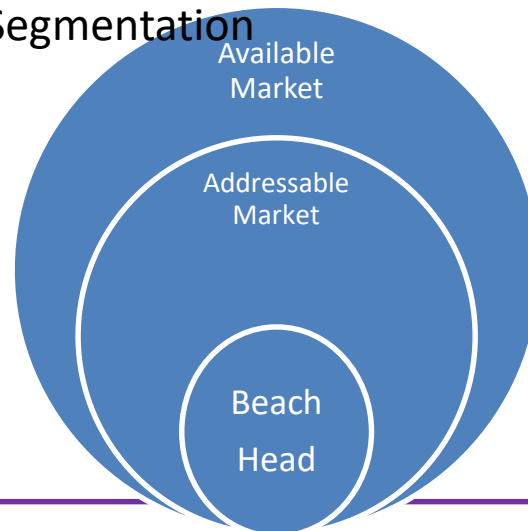
Target Market

Customer Profile

Describe your target customer in detail.

Age, job, hobbies, values, etc.

Segmentation



Value Proposition

Burning Need

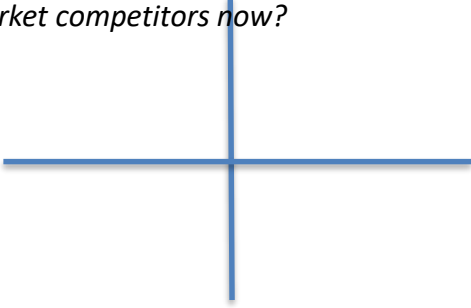
Differentiation

Go-to-Market

Financials

Competition

Where is your product in relation to market competitors now?



Trajectory (Sustainable differentiation)

*Where will your product be in relation to market competitors in 5-10 years?
How will you maintain your advantage?*

Channels

Relationships

Assumptions

Projections

Funding Requirements



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> Superhalvat, parasta ennen ohittan...

> Suurpakkaukset

> Säilykkeet ja keitot

> Pastat, riisit ja ryynit

> Ketsupit, kastikkeet ja mausteet

> Ruoanlaittotuotteet

> Makeiset

> Sipsit, pähkinät ja naposteltavat

> Juomat

> Välipalapatukat ja -keksit

> Keksit ja näkkileivät

> Kahvit ja teet

> Leivonta

> Lastenruoat

> Lemmikkien ruoka

> Terveystuotteet

**KAIKKI TUOTTEET 20-90%
ALENNUKSELLA!**

**VÄHENNÄMME
RUOKAHÄVIKKIÄ
SUOMESSA!**

**NOPEAT JA HALVAT
TOIMITUKSET KAIKKIALLE
SUOMEEN!**

fiksu ruoka.fi



FLORA 250ML RUOKA
LAKTOOSITON 7%

0,10€

-88%



Toimitukset vain
4.90€/20KG
KOKO SUOMEEN!

(Noutopisteelle)

Yli 70€ tilauksiin
ILMAINEN TOIMITUS!



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