

Contact

Dipl.-Ing. Dr.techn. Christiana Ropposch
E-Mail: christiana.ropposch@tugraz.at
Phone: +43 316/873-7502

Title: Value Proposition Development

The customer value defines the reason why a customer purchases a product or uses a service. Customers will choose products or services that provide the most value to them. As a result, the goal of this workshop is to develop the customer value for a customer segment of your business model and to define a value proposition.

The completed Business Model Canvas from the Business Model Development Workshop serves as the foundation for this workshop. In this workshop, we will look at two elements of the Business Model Canvas in greater detail using the Value Proposition Canvas. These elements include the value proposition and the customer segment. To this end, the customer segment will be detailed in order to obtain information on customer jobs, gains, and pains. On the other hand, a Value Map is created, which includes the company's offerings as well as their alignment with the needs of the target customer segment.

At the end of the workshop, you will be able to develop a value proposition based specifically on the needs of your customer segment. A value proposition that clearly identifies the customers' needs serves as the foundation of a successful business model.

Goals:

- Enhanced understanding in developing business models.
- Understanding the Value Proposition Canvas.
- Practical use of the Value Proposition Canvas by means of an example.

Workshop Agenda (4h):

- Prerequisites: developed Business Model Canvas

00:00 – 00:15	15 min	Introduction, presentation of the agenda
00:15 – 00:45	30 min	Keynote: Value Proposition Design
00:45 – 02:15	90 min	Group exercise: Value Proposition Design
02:15 – 02:30	15 min	<i>Break</i>
02:30 – 03:00	30 min	Integrating the results into the business model
03:00 – 03:45	45 min	Presentation and discussion of results
03:45 – 04:00	15 min	Wrap-up: Summary and feedback

Recommended readings:

Osterwalder, A. & Pigneur, Y. (2010), *Business Model Generation – A Handbook for Visionaries, Game Changers, and Challengers*, John Wiley & Sons, Inc., Hoboken.

Osterwalder, A., Pigneur, Y., Bernarda, G. & Smith, A. (2014), *Value Proposition Design*, John Wiley & Sons, Inc., Hoboken.