



Value proposition - Self Assessment

Exercise 1

How to identify the main Value Proposition:

There are three key questions that you need to ask:

- What value proposition will be produced?
- Who will be the end-user of the value proposition?
- How will the value proposition be delivered to the end-users?

***Hint:** Explain your value proposition in one simple sentence that everyone can understand. Do not use jargon, slang or abbreviations. It may be helpful to start writing and then return to work until you are satisfied with the result. Otherwise, why not collaborate with some colleagues on this issue, until there is unanimous agreement that the essence of the value proposition has been captured.*

Exercise 2

DISCOVERY OF THE WISHES OF THE CUSTOMERS

Create a table with the wishes of the clients. Then, use a scale of 1 to 10 to identify the importance of each of these wishes.

- What do customers dream about?
- What do they want the most, even if it is not realistic at this moment in time?
- What savings (money, time, effort) would make the customers most happy?
- What would make the customers' life easier?
- What makes the customers look good and feel great?
- How would the customers like to feel?
- What would encourage customers to adopt this value proposition?





Exercise 3

VALUE PROPOSITION OF UBER

Listen to the Uber value proposition and pay attention to the following elements:

<https://www.youtube.com/watch?v=kiWkRiynPAo>

- What do customers dream about?
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- How would the customers like to feel?
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Exercise 4

YOUR OWN VALUE PROPOSITION

Try to create your own value proposition. You may use this video for support:

<https://www.youtube.com/watch?v=vA6TG4wMcUU>

In order to create your own value proposition, you must answer at least these four questions:

- Who is your customer?
- What problem are you solving for the customer?
- What is your solution?
- How is your solution different from the existing ones?

WHAT IS YOUR VALUE PROPOSITION?

