

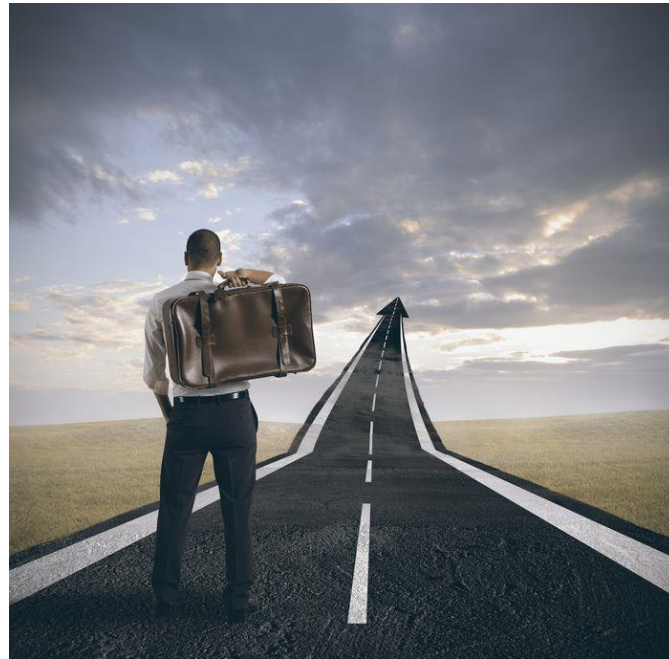
**Majo
Gimeno**

-

**Israel
Griol**



VALUE PROPOSITION



INNOCENS ENTREPRENEURSHIP COURSE
March 31st 2017

First rule for startups

“
Life's too short to build
something nobody wants.
”

Ash Maurya
– Running Lean



VALUE PROPOSITION



**Why would
anyone buy our
product?**

B2B is always about..

1. THE MONEY –

Your customer is a business, dude!




B2C is always about..

1. Cheaper
2. Better (any other reason that is not cheaper)



VALUE PROPOSITION: Better

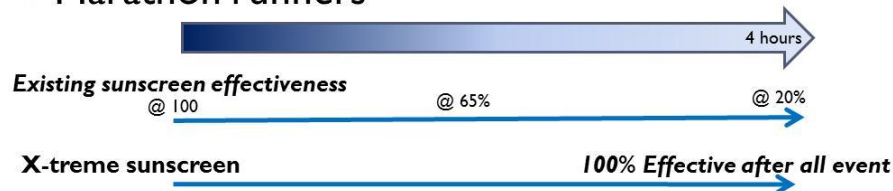
- 1) NEWNESS, TECHNOLOGY
 - 2) CUSTOMIZATION
 - 3) DESIGN, PERFORMANCE, USER EXPERIENCE
 - 4) BRAND
 - 5) COST REDUCTION
 - 6) “GETTING THE JOB DONE”
 - 7) OTHER VALUES: ECO, CLEAN, NOSTALGIA,
NGO...
- 

Quant. Value Prop. Example I

- Tri-athletes



- Marathon runners

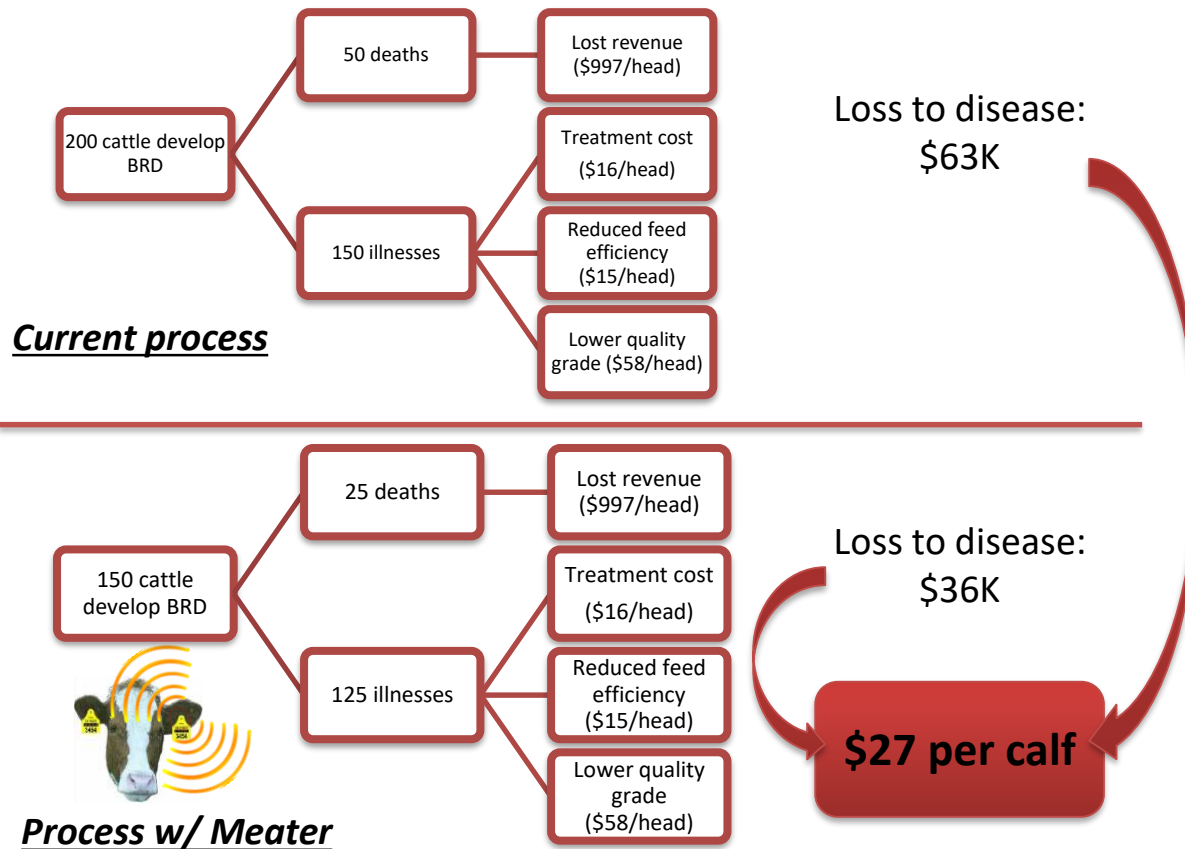


1. SIX times longer duration
2. FIVE times higher effectiveness
3. At least THREE times lower quantity applied.

SMART SKIN CARE Long-lasting protection for your skin

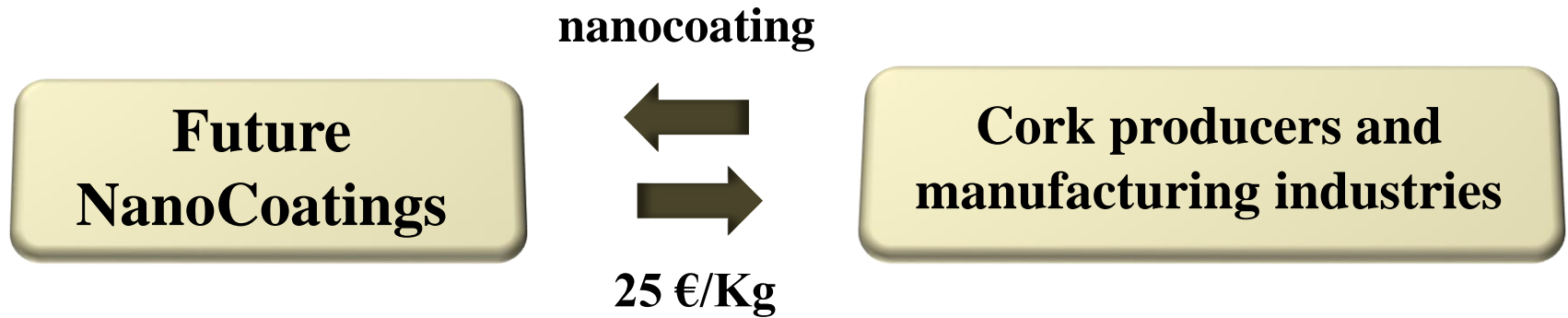
Quant. Value Prop. Example II

Assume Typical Herd Size of 1,000



Example III - The Deal

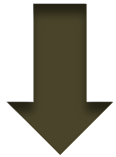
- ✓ Coatings that bind to the material at a nanometer level:
 - ✓ Improved properties (fire, water and UV resistance, among other);
 - ✓ Retain original aspect and texture;



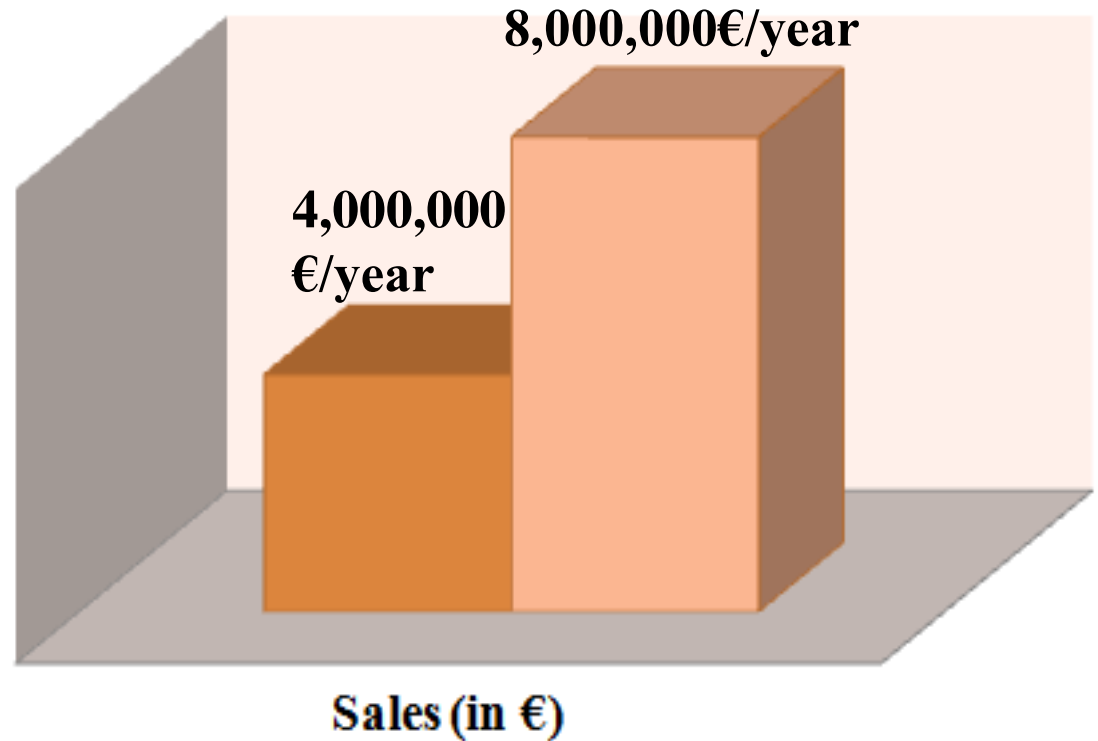
- ✓ **Market of €2 billion;**

With Future NanoCoatings

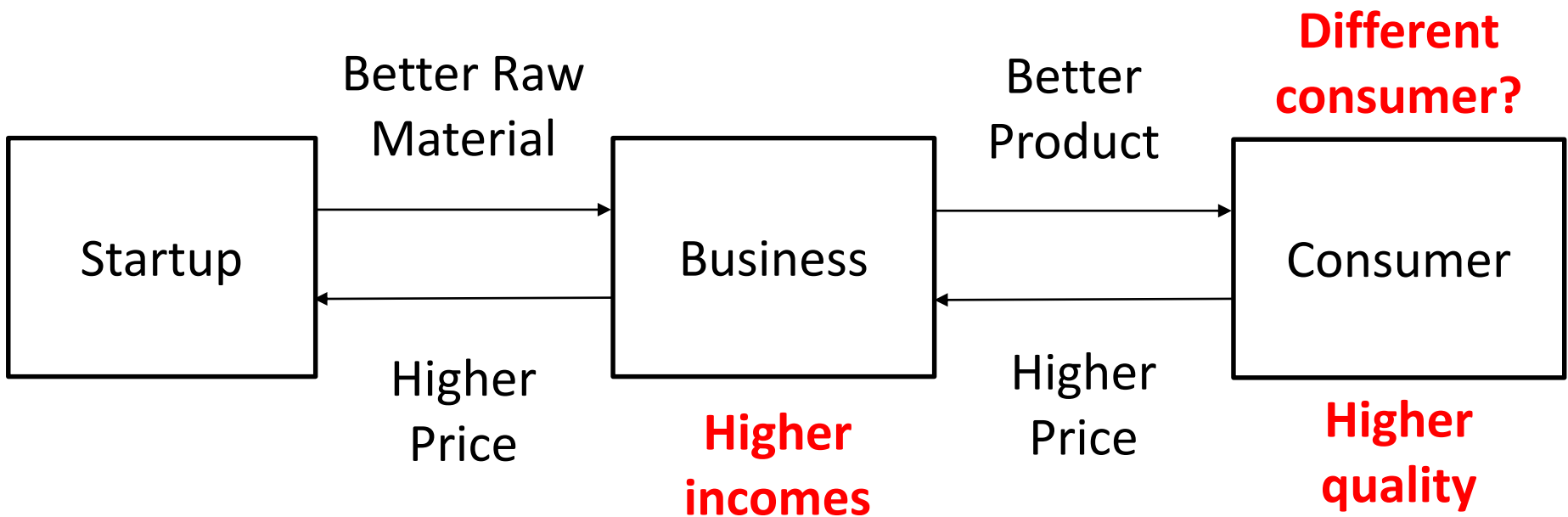
↑ 2 €/m²



↑ 50%



My Assumptions:



Is a higher quality
an added value to
the final
consumer?

Is there another
consumer
segment willing
to pay for this?

Is our product as
good as to make
our client pay
more?

How much
more?

Example IV - Upcycle coffins

PRODUCT

EACH ONE IS UNIQUE
LIKE EACH PERSON



NO METAL
NO VARNISH
RECLAIMED DOORS
RECLAIMED WOOD
RECYCLED TEXTILE
PERSONALIZED
CERTIFIED



Define your value proposition:

Instant Clarity Headline

End Result Customer Wants + Specific Period of Time +
Address the Objections.

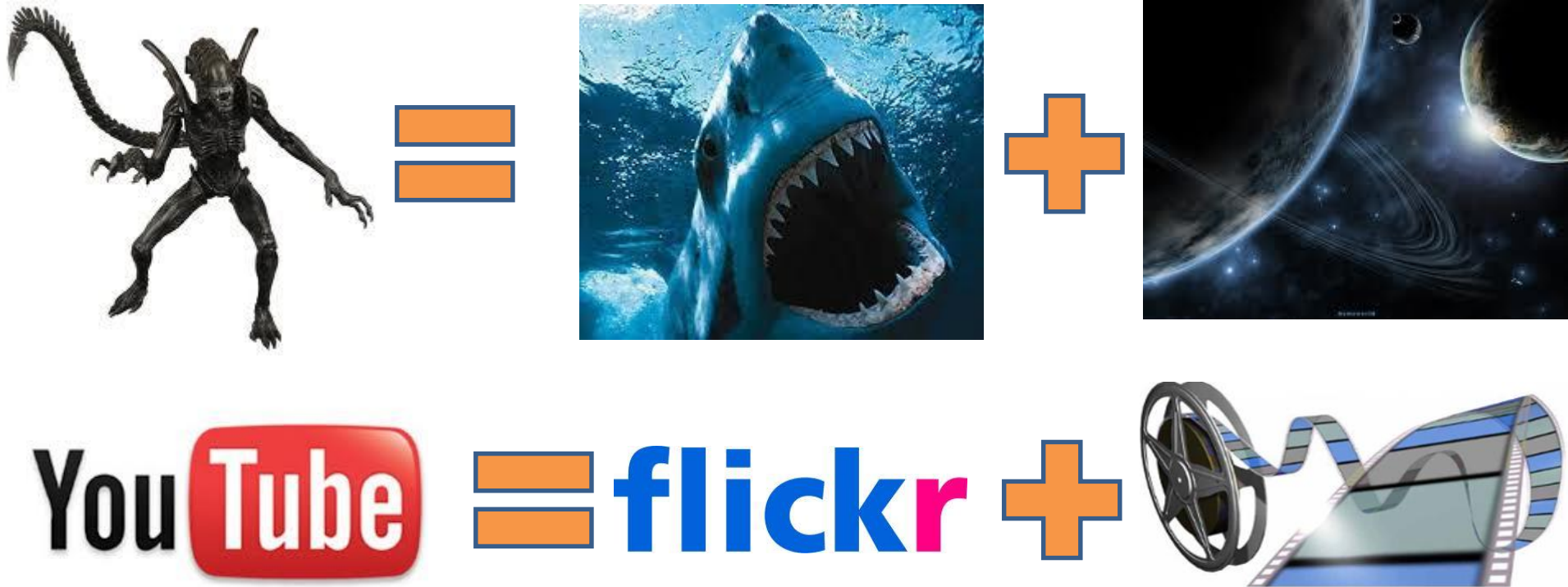
Examples:

1. Hot fresh pizza delivered to your door in 30 minutes or it's free.
2. Get your dream job in 30 days.
3. Not more numbers, but actionable metrics.

Why are you different?

At the end, you're *different* or... you're *cheaper*
Guy Kawasaki

HIGH-CONCEPT PITCH





Why are you different?

At the end, *you're different or... you're cheaper*
Guy Kawasaki

HIGH-CONCEPT PITCH

“Do you know what the difference is between PR and advertising? Advertising is when you say how great you are. PR is when other people say how great you are. PR is better.”

— Guy Kawasaki, *APE: Author, Publisher, Entrepreneur. How to Publish a Book*

Also don't forget to describe your competitors:

- A competitor is not anyone developing the same product as you, is someone that is giving an alternative solution to the same problem your product is giving an answer to.
- NEXT EXAMPLE:
- Case 1: Better – Solease (us) vs Nuon (competitor)
- Case 2: Cheaper – Solease (us) vs Nuon (competitor)

Example: Solease

Solease BV | Solar Energy made... x +

www.sol-ease.nl

Google

★

↓

⌂

☰

☰

**Solease**
Solar energy made easy

Log in

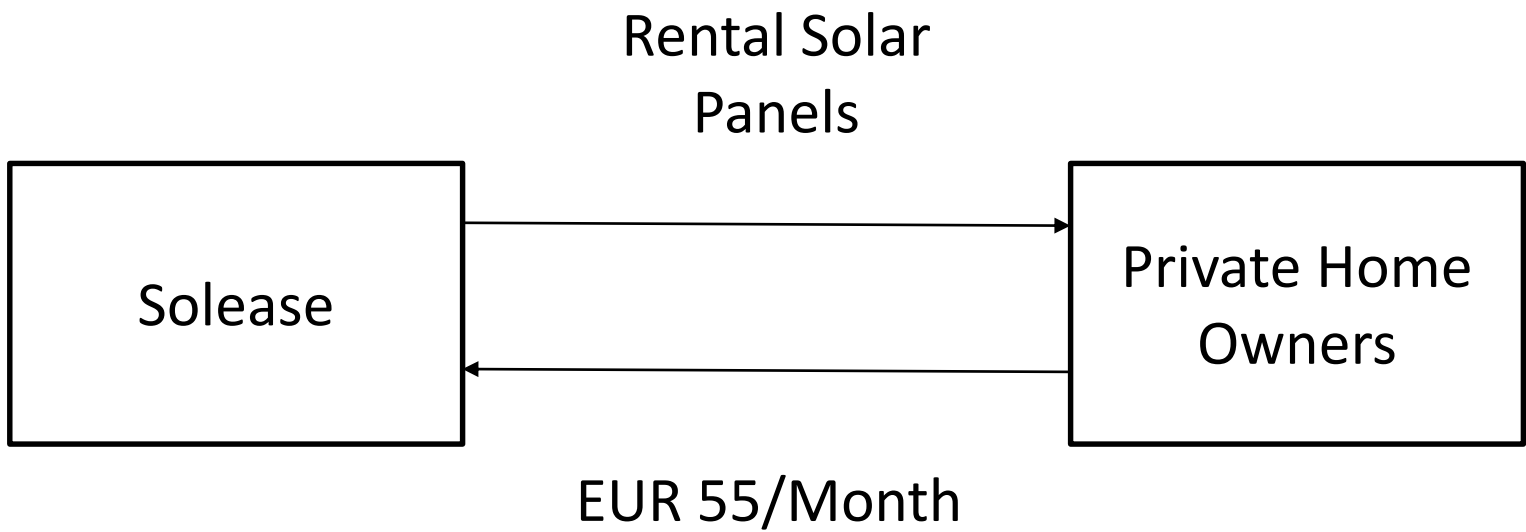
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Huur maakt zonne-energie bereikbaar voor iedereen

Solease verhuurt zonnestroomsystemen aan particulieren middels een totaal ontzorgd concept. Je krijgt een vast maandbedrag inclusief financiering, installatie, monitoring, onderhoud, reparatie en verzekering. Je wordt dus zonder investering, gedoe en risico zelf een onafhankelijke groene energieproducent met jouw eigen dak. Tevens ben je beschermd voor toekomstige prijsstijgingen en zal je al vanaf jaar 1 naast CO2 ook gemiddeld 10% besparen op je elektriciteitskosten. Solease biedt exact dezelfde kwaliteit zonnepanelen ook direct te koop aan.

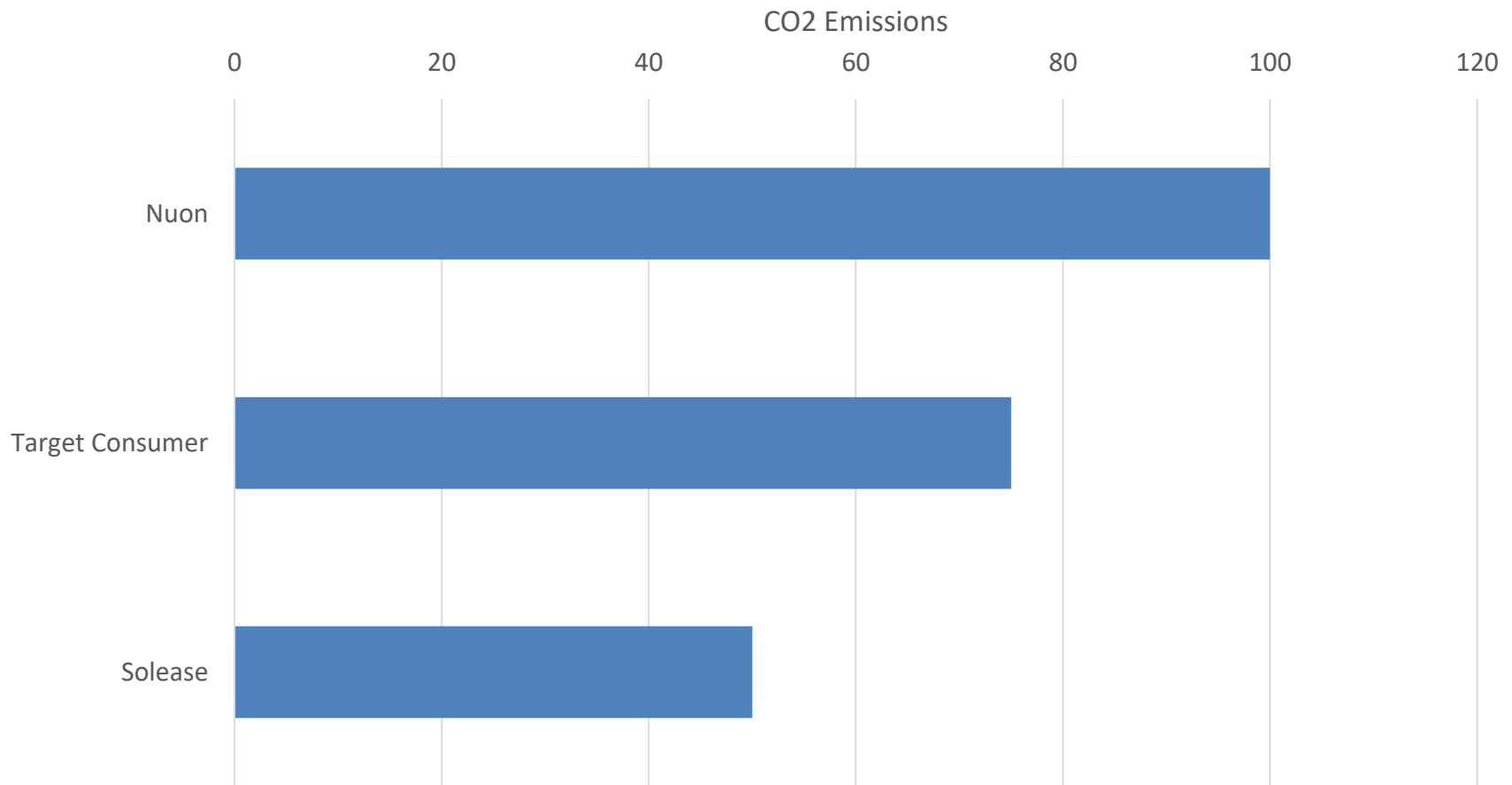
Vrijblijvende offerte



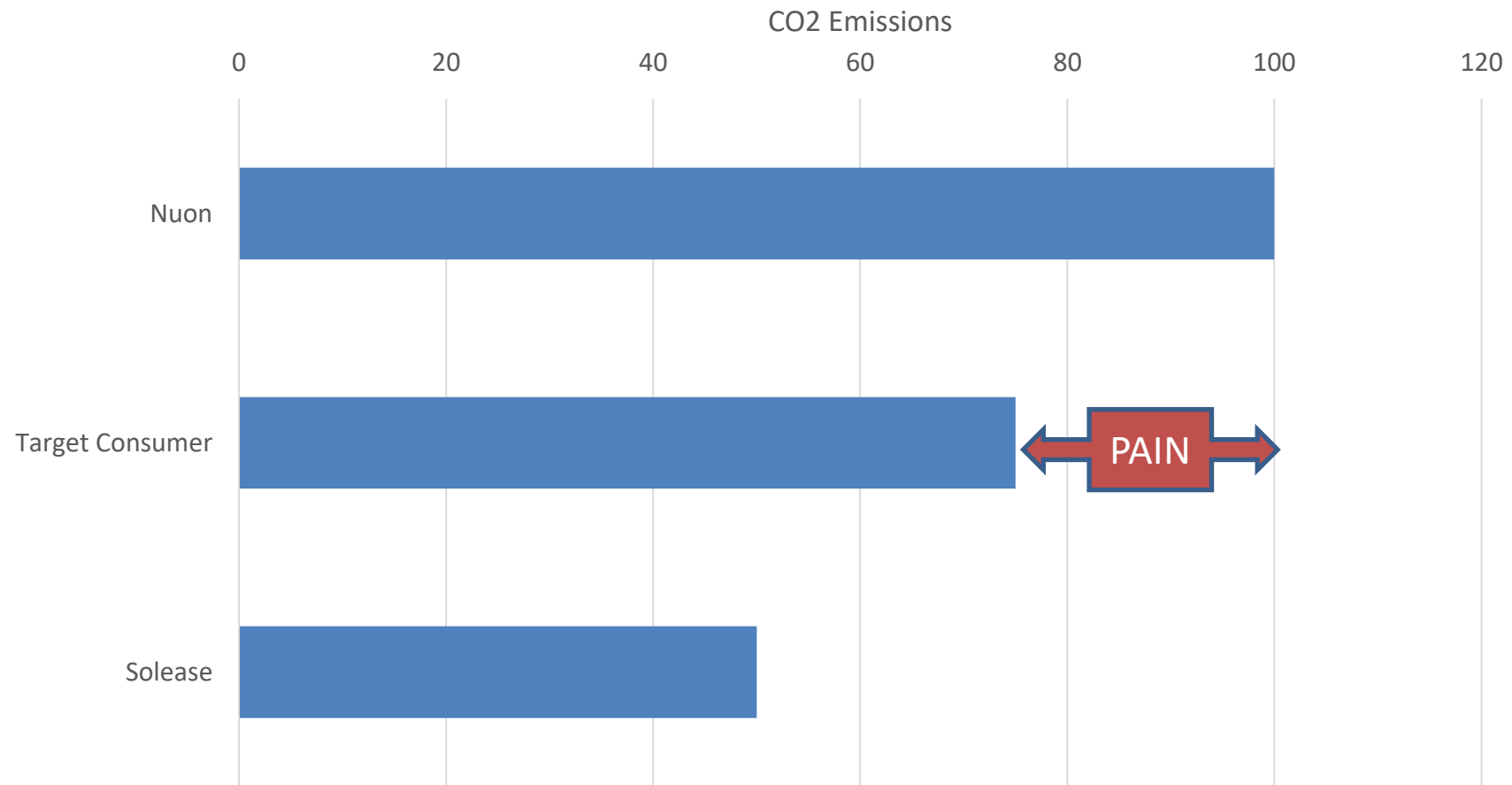




Case 1: Private home owner wants to obtain greener (= better) energy



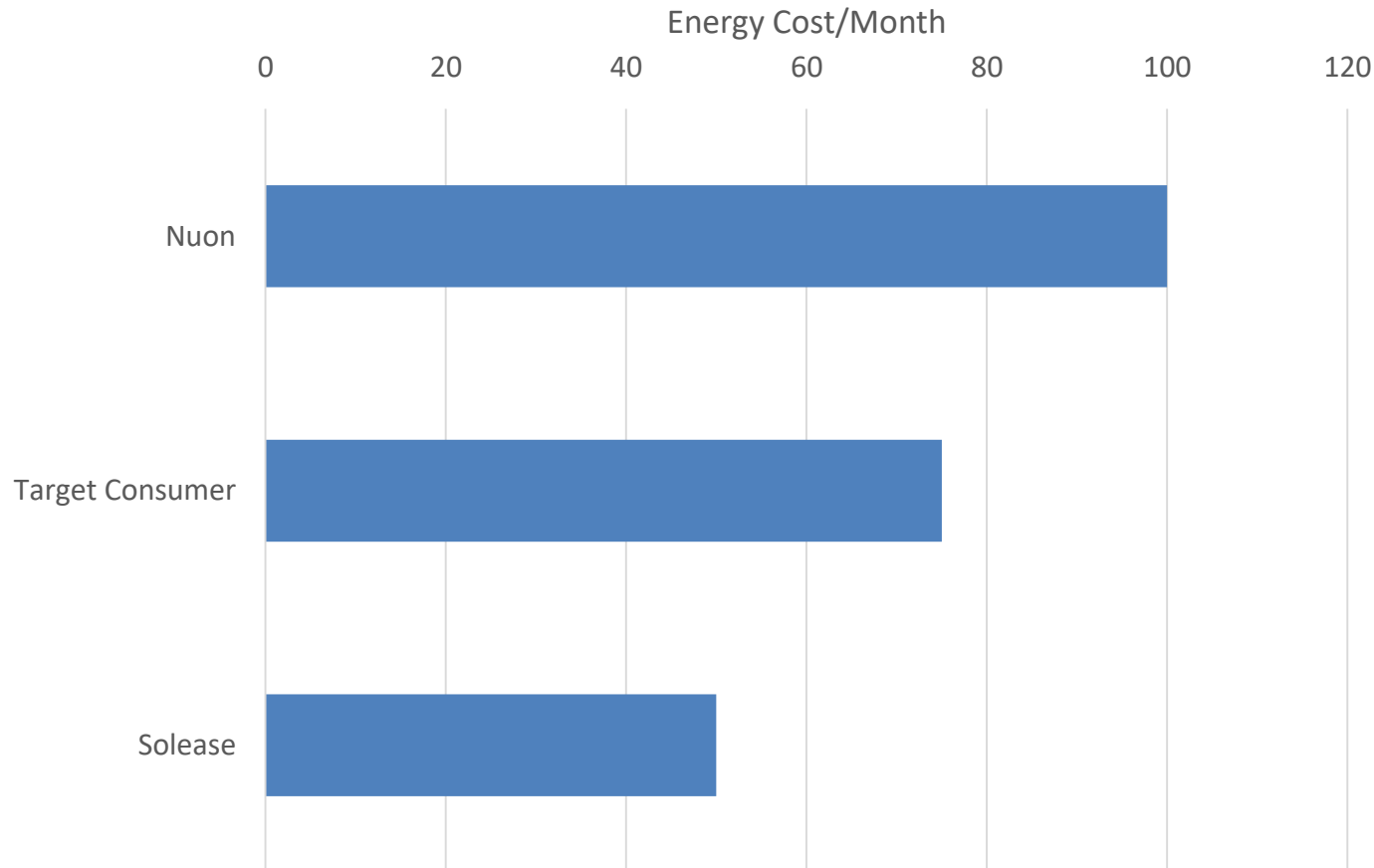
Private home owner wants to obtain greener (= better) energy



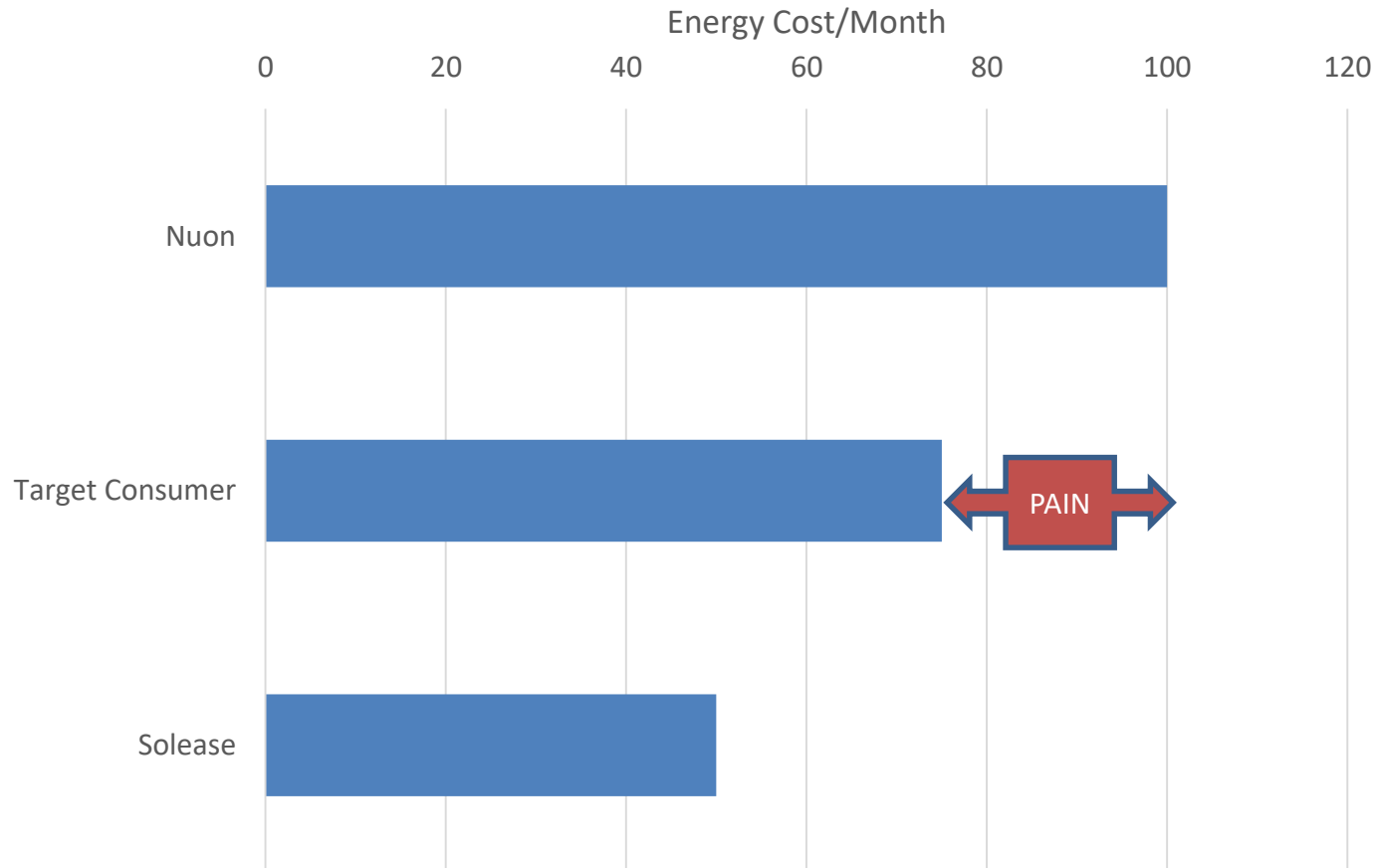
In conclusion

- What is the customer pain?
 - Current product is not good enough
- Why hasn't he solved his pain yet?
 - Product competitor is not good enough either
- Your product is better
 - So charge at least the same price

Case 2: Private home owner wants to obtain cheaper energy



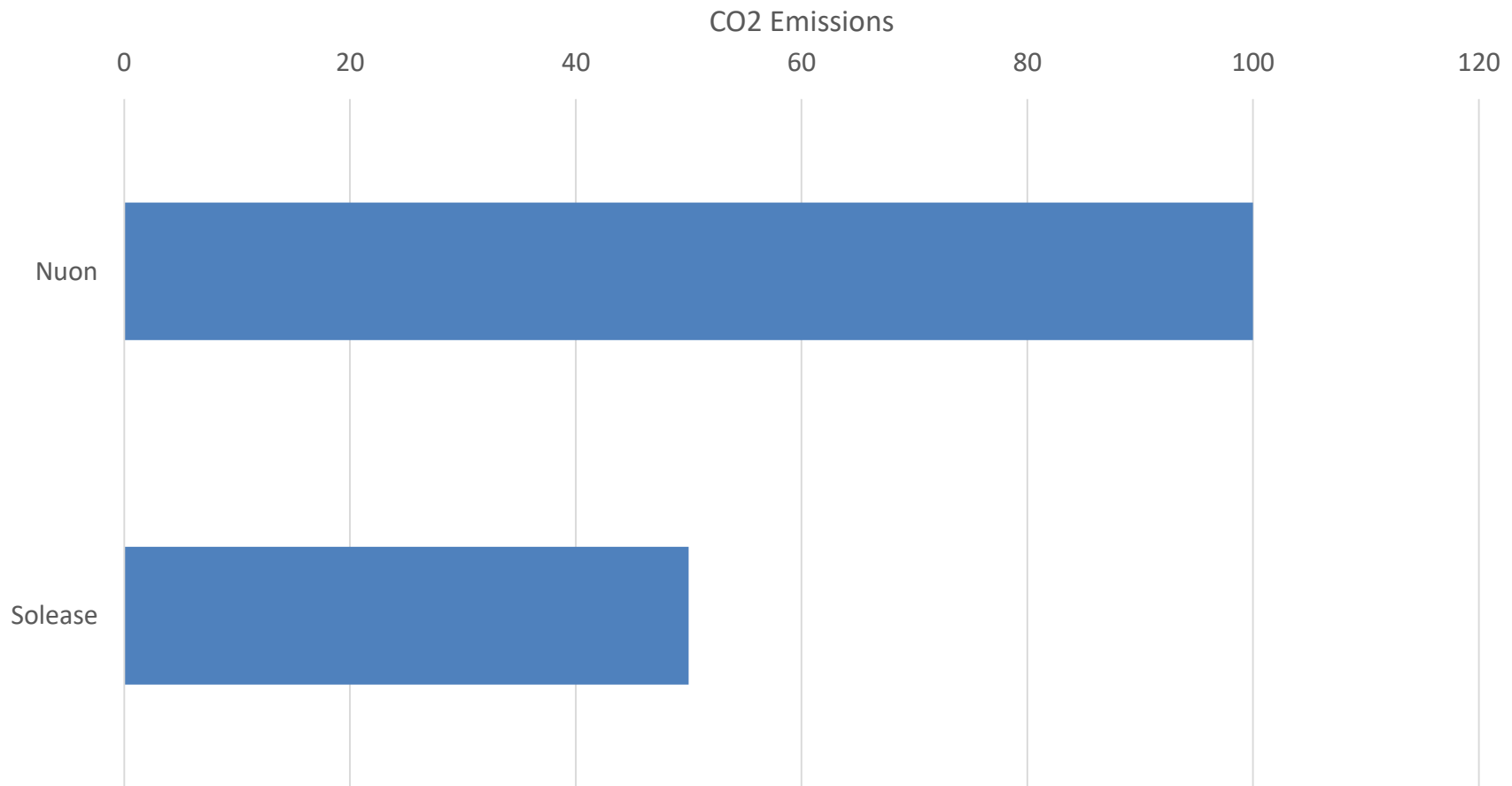
Private home owner wants to obtain cheaper energy



In conclusion

- What is the customer pain?
 - Current product is too expensive
- Why hasn't he solved his pain yet?
 - Product competitor is also too expensive
- Your product is cheaper
 - But has the same quality or less

Exercise: Every team has 20 minutes to identify and quantify its value proposition (compared to an alternative)





"NO!

Try not!

DO or DO NOT,

There is no try."