

**YOUNG
CEO
PROGRAM**



thinkstartup

Session 6 : Value Proposition

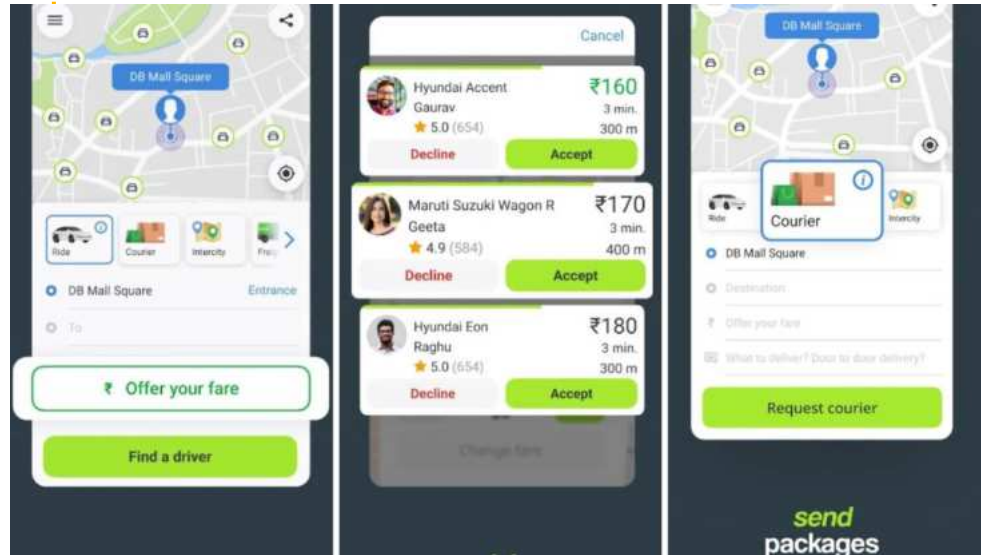


What is Value Proposition of an Idea?

What is the Value Proposition of



What is the Value Proposition of



vs.

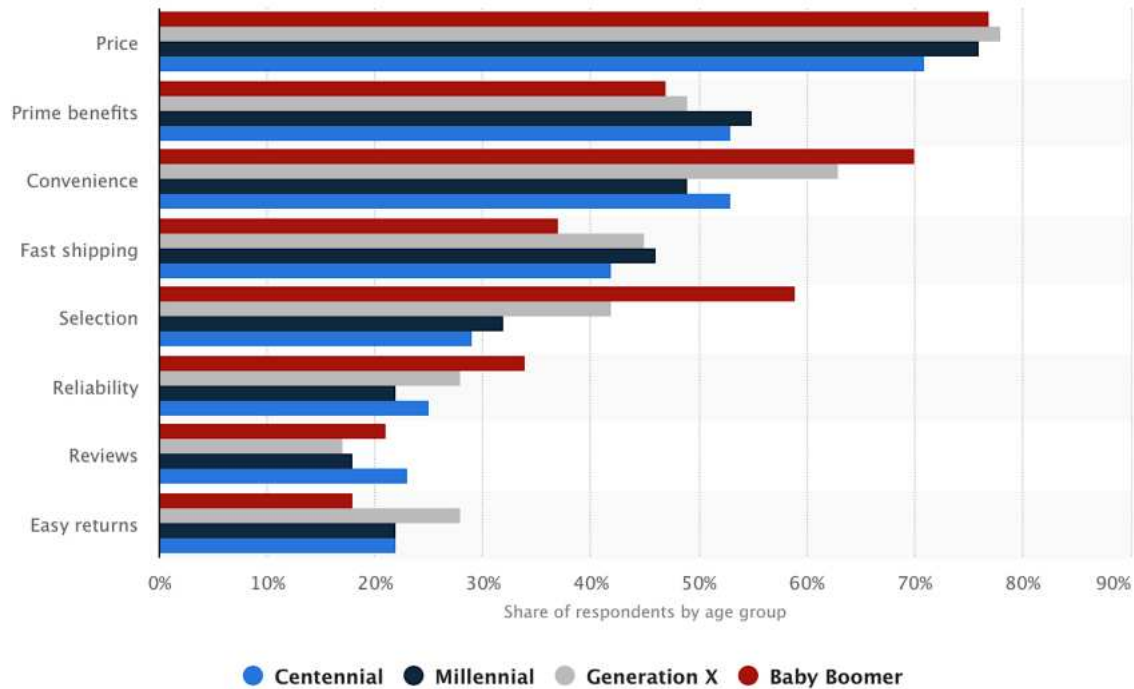


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What is the Value Proposition of

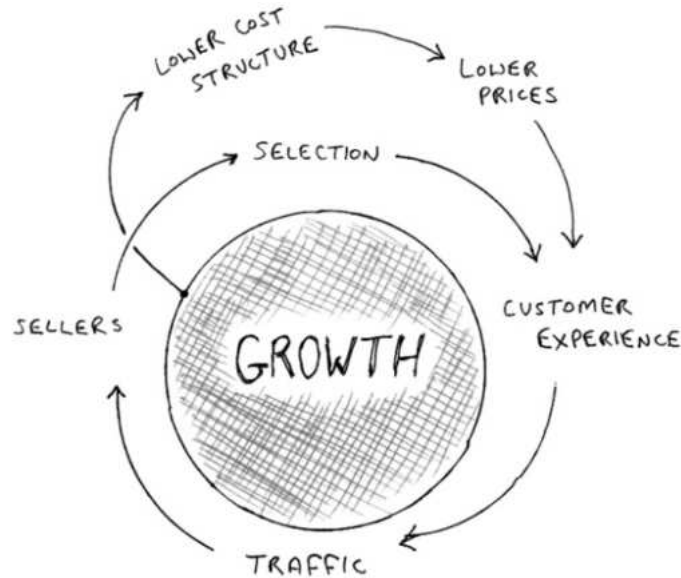
amazon

Why do people like Amazon?





What
could be
the biggest
reason that
people buy
things from





What is Core Value Proposition

If someone asks you to describe your start-up or your new idea, what would you say?

Simply put, CVP succinctly answers the question:

Why should I be interested in your product or idea?



The Core Value Proposition of

amazon

Amazon's three core values

- ✓ Low prices
- ✓ Fast delivery speed i.e. *same day, 2 hour, Amazon Lock*
- ✓ Vast selection i.e. *Earth's biggest selection*

What is Core Value Proposition?



The **main reason** why a customer should buy your product.

1. Request

Whether you're riding solo or with friends, you've got options. Tap to request Lyft, Lyft Line, or Lyft Plus.



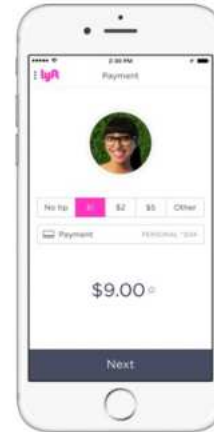
2. Ride

Get picked up by the best. Our reliable drivers will get you where you need to go.



3. Pay

When the ride ends, just pay and rate your driver through your phone.





Value Proposition Customer Profile

1. Customers want their tasks to be performed (JTBD)



2. In doing so, there are **PAINS**
Negative experiences



3. ... The benefits that a customer expects in using your product (**GAINS**)



Value Proposition JBTD



Jobs can be functional, social, emotional...

What functions does your customer try to perform?
(ex, specific problem, solve a specific issue, etc.)

What social goals does your customer try to accomplish?
How do they want to be perceived by others

What are their emotional goals?
How do they want to feel

Track the interaction of the customer with your product throughout the cycle of consumption. CJM



Value Proposition



1. The IDEA (products / service) that helps customer address her tasks / relieve pain.

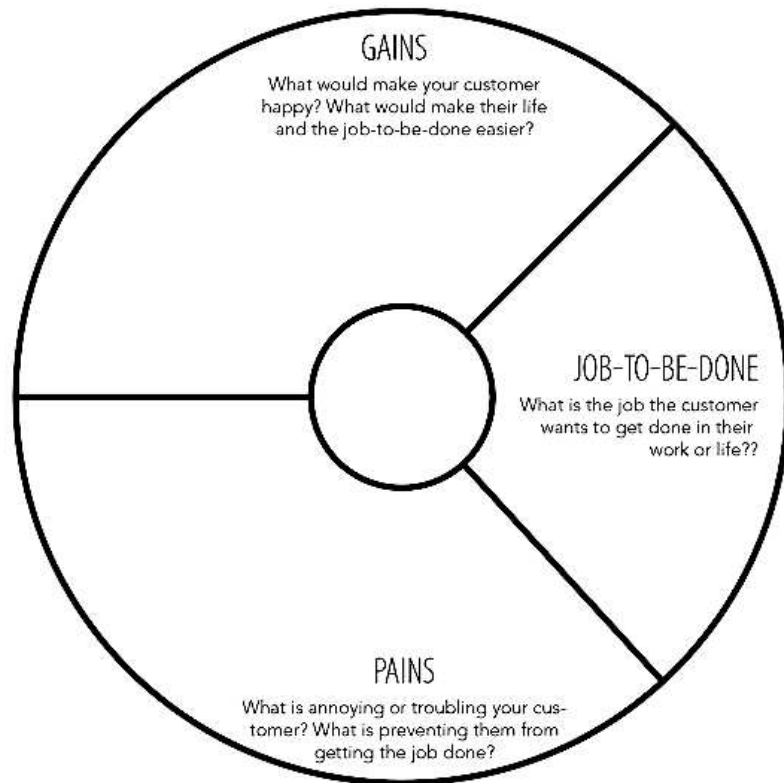
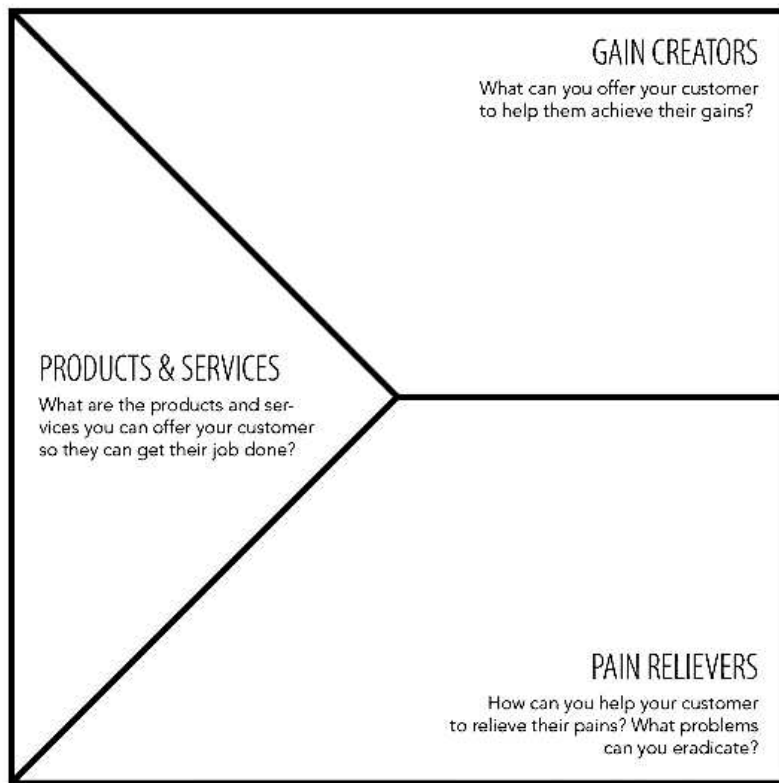


2. What are the idea alleviates customers pains



3. How the idea creates GAINS for the customer

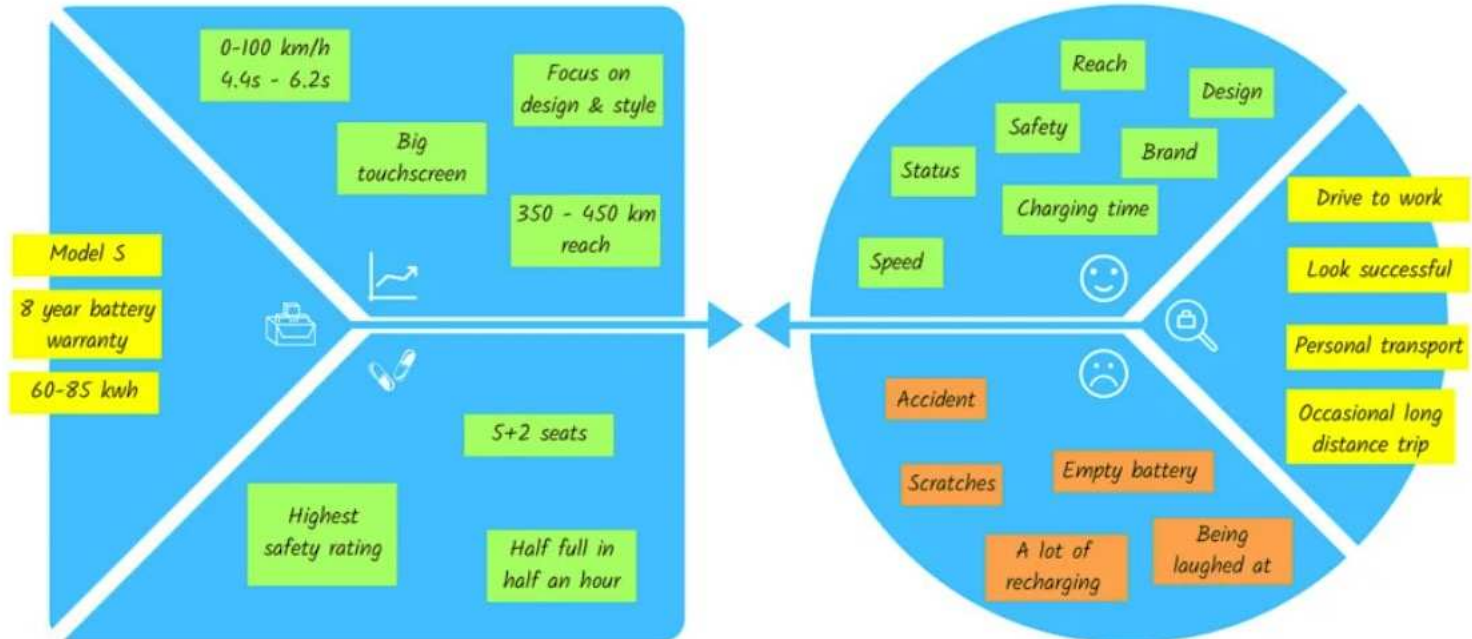
Value Proposition Activity



Value Proposition Example

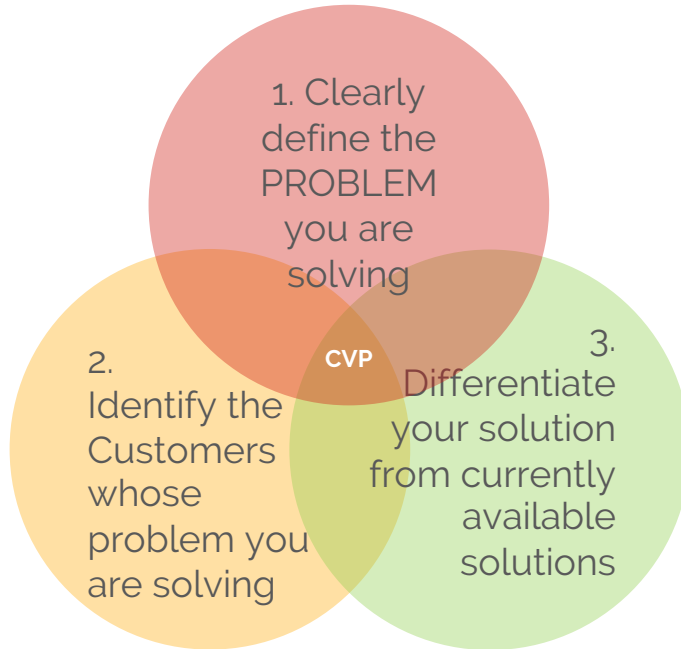
Business: *Tesla Model S*

Customer Segment: *Males - income > 100k*





A Good CVP must



Activity: Write the **CVP** of your idea



.....

.....

.....



Test your CVP

We help .. **X** .. do .. **Y** .. by
doing ... **Z** ...



Example - Slack

Slack is a collaboration tool for teams with a simple, easy-to-use platform and instant message capability.

Test it :

We help (X) do (Y) by doing (Z).

Write your CVP: Answer these 5 questions



1. What are you offering to your customers... (10 words)
2. Who is your customer?
3. What problem are you solving for your customer?
4. If that problem is solved, how does your customer benefit?
5. What makes your solution unique (from other competing solutions)

CVP of MYRAAH



Make Your Stunning Website In Few Clicks

Myraah Artificial Intelligence makes website creation fast and easy. She writes content, creates visuals and builds error-free & SEO friendly site. All in a couple of minutes.

START TYPING NAME OF YOUR BUSINESS...



(Example: Myraah technologies, St. John's School etc)

CVP of MYRAAH



Five CVP Question

Myraah's Answer

What are you offering?

Make **stunning websites** in few clicks

Who is your customer?

A small business or a startup

What problem are you solving for your customer?

Customers have to go to website designers to get their websites made, who take a lot of time and cannot write content for the website. This is **ONEROUS** and **TIME CONSUMING**

If that problem is solved, how does your customer benefit?

They get their websites made using our AI engines without any hassles. Thus, they can focus on what they know best - grow their business.

What makes your solution unique (from other competing solutions)

Our AI based website builder can make nice designs and write content for your business in 10 seconds. The next best solution takes few weeks.

Activity: Write the **CVP** of your idea



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