**Disciplined Entrepreneurship Workbook**

# Step 8: Quantify the Value Proposition Worksheets

### Axis to Measure Value Proposition

* 1. What is the Persona’s #1 priority?

Streamline academic research to achieve superior academic performance through automation and integration.

* 1. What units should it be measured in?  
     Measured in research hours saved per cycle and improvements in research output quality.

### General Verbal Description of the “As Is” State and the Opportunities for Improvement

1. The current research workflow is fragmented and inefficient, relying on multiple manual tools.

2. Researchers juggle disparate systems for literature review, experiment planning, data analysis, and progress tracking.

3. Time-consuming manual processes lead to errors and reduced productivity.

4. Critical tasks are isolated with little integration across research activities.

5. There is a clear opportunity to consolidate processes and automate routine tasks for enhanced efficiency.

### General Verbal Description of the “Possible” State and the Opportunities for Improvement

1. The AI-driven platform unifies all research tasks into a single, integrated workflow.

2. Automation streamlines literature review, experiment planning, and data analysis.

3. A cohesive dashboard delivers real-time insights and progress tracking.

4. The system reduces manual errors and accelerates research breakthroughs.

5. This integrated approach maximizes time savings and elevates research quality.

### Visual One-Page Summary of Quantified Value Proposition

On the page below, draw diagrams that represent the “as is” state and “possible” state, and summarize the benefits to the customer.

A graph of a graph

AI-generated content may be incorrect.

A screenshot of a computer

AI-generated content may be incorrect.

(Editable Version provided in additional Powerpoint file)