

# Big data for business

## ***Week 5 - Value creation with data***

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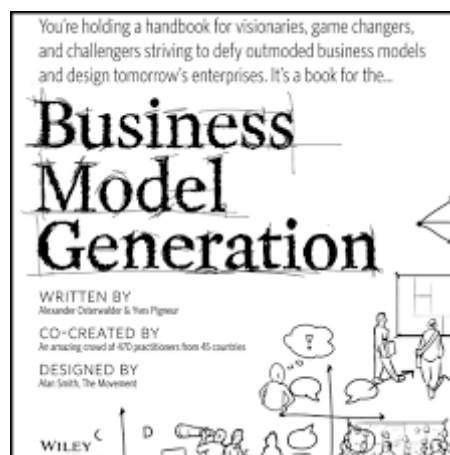


# 1. Must read

## Business Model Generation

One great book giving method and perspective to organize the creation of business models:  
Business Model Generation

→ <https://strategyzer.com/books/business-model-generation>



## The Lean Startup

A book focusing on the entrepreneurial process of value creation.

Introduces the notions of "MVP" and "pivoting"

→ <http://theleanstartup.com/>



## Value Proposition Design

A book focusing on the concept of value proposition: how to define the core value creation of our business?

→ <https://strategyzer.com/books/value-proposition-design>

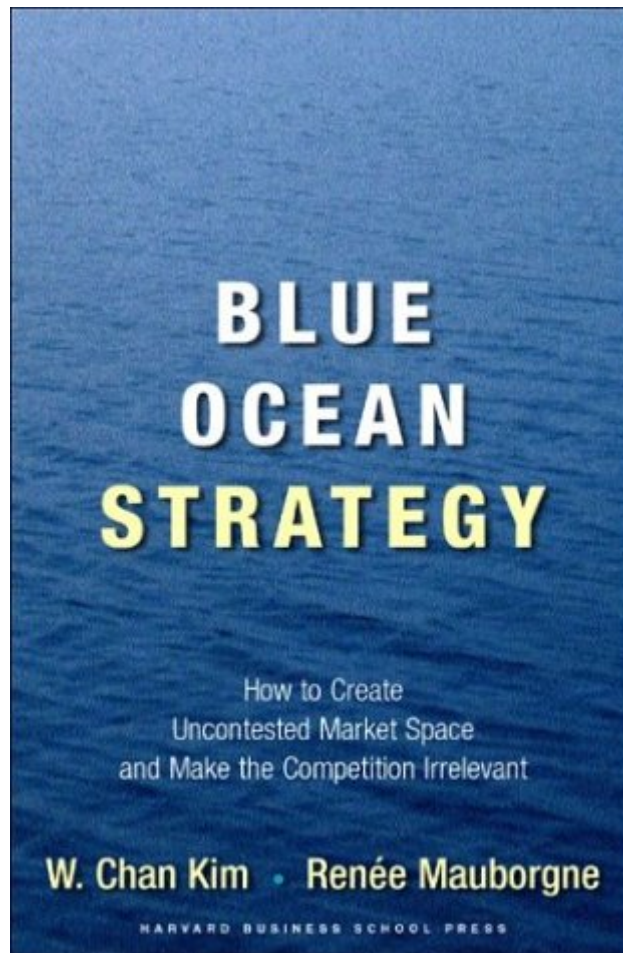
# Value Proposition Design

**Written by**  
Alex Osterwalder  
Yves Pigneur  
Greg Bernarda  
Alan Smith

WILEY



A book giving a method and a push for the creation of entirely new markets / value propositions



## 2. Today

Design a data centric value proposition for a gym center.

1. How can I provide a service of value to the customers of the gym club, using data in a central way?
2. Describe the avatar of your customer
3. Use the Value Proposition Design map to create a value proposition

What you should do:

1. Work alone or in groups on designing an avatar and a value proposition
2. Upload a pic of your avatar and value proposition on a public place / public link
3. Prepare a 5 minutes pitch

## The end

Find references for this lesson, and other lessons, [here](#).



This course is made by Clement Levallois.

Discover my other courses in data / tech for business: <http://www.clementlevallois.net>

Or get in touch via Twitter: [@seinecle](https://twitter.com/seinecle)