

Big data for business

Week 5 - Value creation with data

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Table of Contents

1. Must read	1
Business Model Generation	1
The Lean Startup	1
Value Proposition Design	1
Blue Ocean Strategy	1
2. Today	2
The end	2

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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>

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The Lean Startup

A book focusing on the entrepreneurial process of value creation.

Introduces the notions of "MVP" and "pivoting"

→ <http://theleanstartup.com/>

[lean startup] | *lean-startup.jpg*

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>

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Blue Ocean Strategy

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

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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](#).

[round portrait mini 150][align="center", role="right"] This course is made by Clement Levallois.

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

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