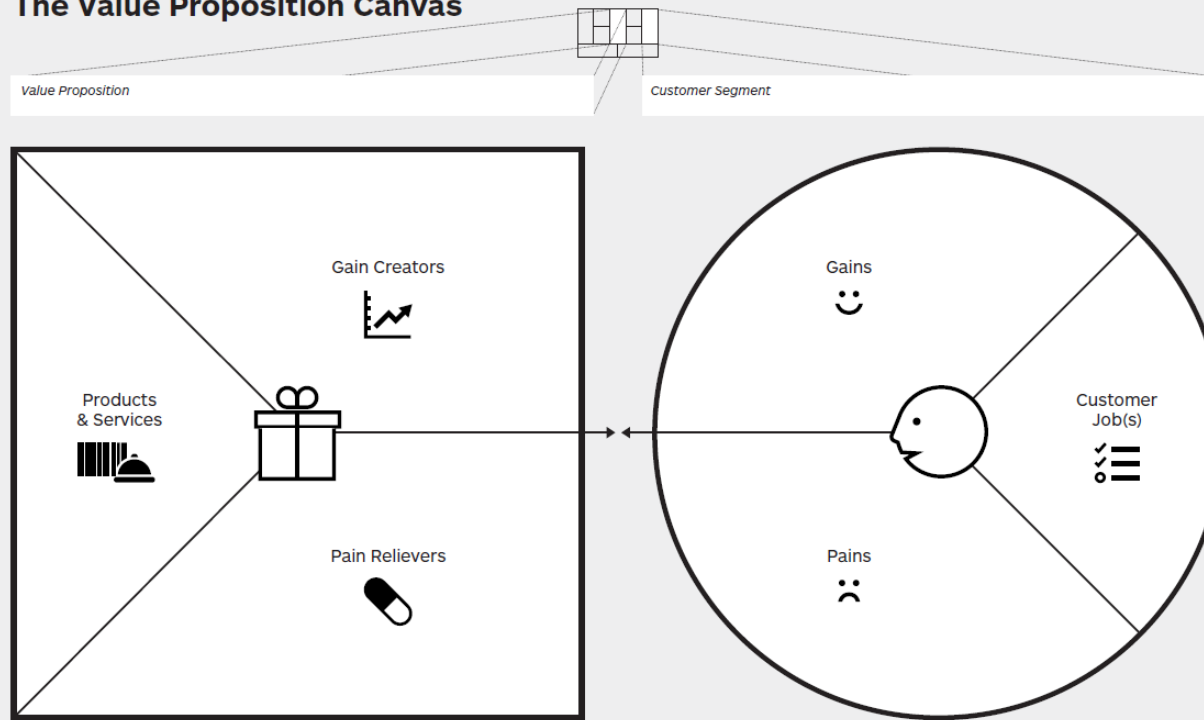


# Value Proposition Canvas

## The Value Proposition Canvas



Understand and define how your product/service alleviates pains and gives your customers gains.

This will help justify the cost and time to implement in the future.

See <https://www.youtube.com/watch?v=ReM1uqmqVfP0> for an overview.

- **A brief explanation of your business idea: (one sentence)**
- **Start-up Team composition**
  - Who's on your team and what are their assets/skills to contribute to the team's success?
  - What are the roles of the team members?
  - Name of your team/start-up
  - Values

# Customer Segments

- *Defines the different groups of people or organizations an enterprise aims to reach and serve.*
- Customers comprise the heart of any business model. Without (profitable) customers, no company can survive for long. In order to better satisfy customers, a company may group them into distinct segments with common needs, common behaviors, or other attributes. A business model may define one or several large or small Customer Segments. An organization must make a conscious decision about which segments to serve and which segments to ignore. Once this decision is made, a business model can be carefully designed around a strong understanding of specific customer needs.

Customer groups represent separate segments if:

- Their needs require and justify a distinct offer
- They are reached through different Distribution Channels
- They require different types of relationships
- They have substantially different profitabilities
- They are willing to pay for different aspects of the offer
- 

## **Questions to be Answered:**

For whom are we creating value?

- What are your customers' characteristics and personas?
  - How would you describe your different customer groups?
- Who are our most important customers?

# Value Propositions

***Describes the bundle of products and services that create value for a specific Customer Segment.***

The Value Proposition is the reason why customers turn to one company over another. It solves a customer problem or satisfies a customer need. Each Value Proposition consists of a selected bundle of products and/or services that caters to the requirements of a specific Customer Segment. In this sense, the Value Proposition is an aggregation, or bundle, of benefits that a company offers customers. Some Value Propositions may be innovative and represent a new or disruptive offer. Others may be similar to existing market offers, but with added features and attributes.

- **Questions to be Answered:**
- What are our promises to our customers? (What value do we deliver to the customer?)
- What problems do your customers have and how are you solving them? (Which one of our customer's problems are we helping to solve?)
- How does your product or service meet the needs of your customers? (Which customer needs are we satisfying?)
- What value do you deliver to your customer segments?
- What bundles of products and services are we offering? (to each Customer Segment?)
- What do you offer that is unique, and why will your customers prefer your solutions to alternatives that might be available?

Our  \_\_\_\_\_  
help(s)  \_\_\_\_\_  
who want to  
 \_\_\_\_\_  
by  \_\_\_\_\_  \_\_\_\_\_  
and  \_\_\_\_\_  \_\_\_\_\_  
(unlike  \_\_\_\_\_)

# Mid-term questions in summary...

- A brief explanation of your business idea: (one sentence)
- Start-up Team composition
  - Who's on your team and what are their assets/skills to contribute to the team's success?
  - What are the roles of the team members?
  - Name of your team/start-up
  - Values
- For whom are we creating value?
  - What are your customers' characteristics and personas?
  - How would you describe your different customer groups?
- Who are our most important customers?
- What are our promises to our customers? (What value do we deliver to the customer?)
- What problems do your customers have and how are you solving them? (Which one of our customer's problems are we helping to solve?)
- How does your product or service meet the needs of your customers? (Which customer needs are we satisfying?)
- What value do you deliver to your customer segments?
- What bundles of products and services are we offering? (to each Customer Segment?)
- What do you offer that is unique, and why will your customers prefer your solutions to alternatives that might be available?
- One sentence format of your value proposition



# Please answer the questions in the previous slides for your own business idea 😊

- Please write your answers with your own words.
- If you are doing it as a group, each group member has to upload the document to the system. As it is a group project, team members will submit the same answers.
- If you copy and paste from a document, again no point will be given.
- Maximum 2 pages, Word or Pdf document, Times New Roman, 12 font, 1.5 spaces between lines, page margins left 2.5, right 2.5 (normal page margins)
- Please write your name, number, department and name & code of the course at the top of both pages including the date. Please also write the name of your team/start-up and your team members.
- Answers written in Turkish will not be graded.
- The presentations are uploaded on the <https://ues.marmara.edu.tr/> page.
- If you need further assistance, please feel free to contact me.