



Apple Inc. – Unlocking Value with Apps

“Visionary Leadership is about
unlocking value – Steve Jobs”

STEVE JOBS



VALUE PROPOSITION



AVATAR SNAPSHOT



AVATAR GOALS AND CURRENCY



Value Proposition

Apple Inc. has a strong value proposition that has enabled it to become one of the most successful companies in the world. Its products are known for their quality, innovation, and reliability, making them a great choice for customers.

- Who would you help for free?
- Think of the long haul (20 years)
- What do folks tell you you're good at?
- What comes easy?

- Is there an explicit need?
- Is there search volume?
- Is the market growing?
- Can you solve it better, cheaper or faster?

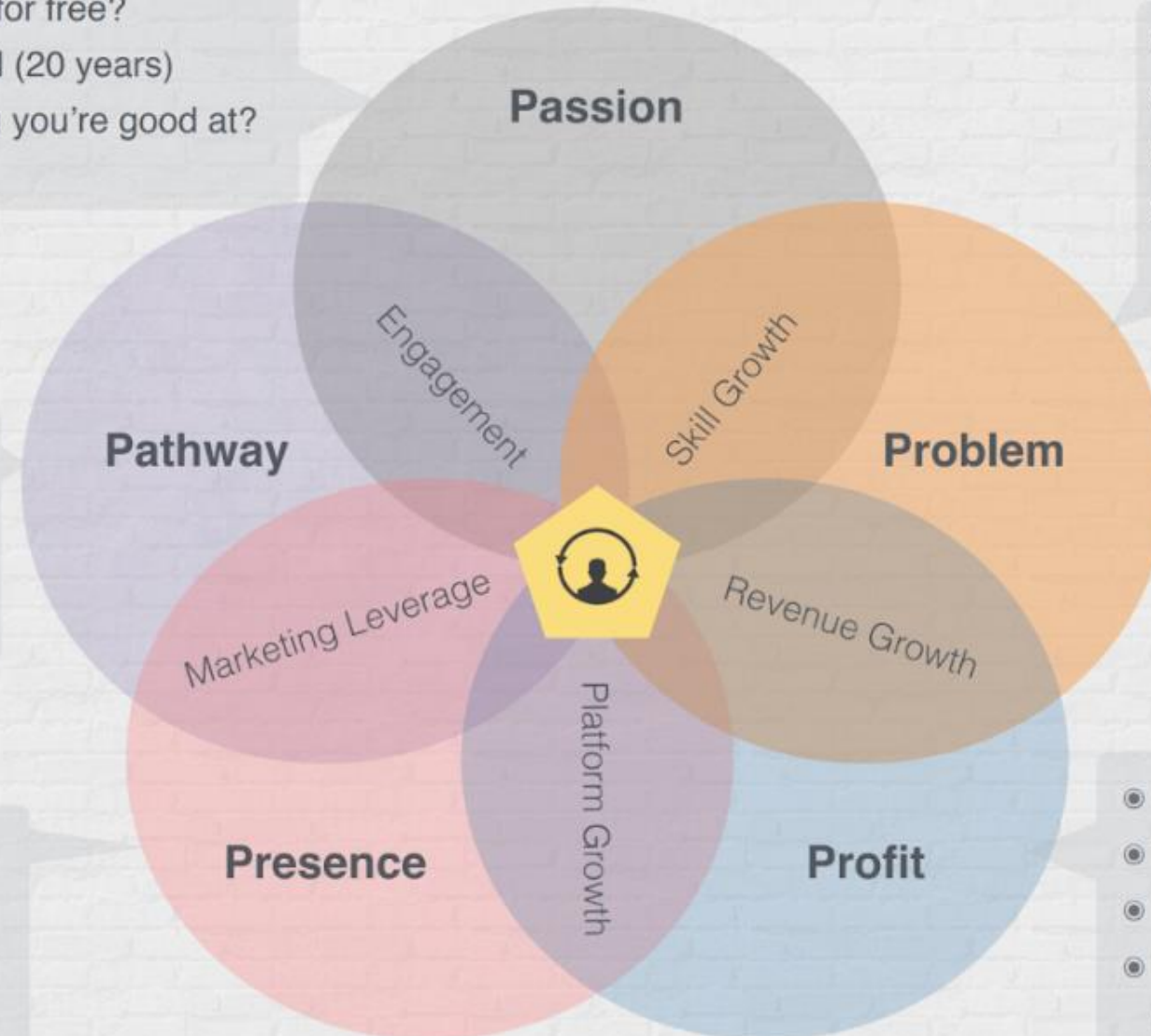
Customer Segments



All the people or orgs for which you create value (**users AND customers**)

Who do you help?

- Can they afford your solution?
- Whats the size of the niche?
- Can you quantify the ROI?
- Is there potential for recurring revenue?



Pathway

- How easily can you target online?
- Which social channels dominate?
- List interests, experts, publications, associations and groups

- Can you be seen as the "go-to" provider?
- How competitive is the niche?
- What messaging is being used in the market?

NICHE 1

NICHE 2

NICHE 3

Passion

- Who would you help for free?
- What do folks tell you you're good at?
- What comes easy?

Problem

- What is the explicit need?
- What is the search volume?
- How much is the market growing?
- How can you solve it better, cheaper or faster?

Profit

- How can they afford your solution?
- What's the size of the niche?
- How can you quantify the ROI?
- What is the potential for MMR or recurring revenue?

Presence

- How can you be seen as the "go-to" provider?
- How competitive is the niche?
- What messaging is being used in the market?

Pathway

- How can you easily target online?
- Which social channels dominate?
- List interests, experts, publications, associations and groups

Customer Segments



All the people or
orgs for which you
create value (**users**
AND **customers**)

Who do you help?

DEMOGRAPHICS (Who they are)

- Name*
- Gender
- Age
- Location
- Income
- Marital status

PSYCHOGRAPHICS (What they do)

- Social Media Groups
- Publications
- Associations
- Brands
- Experts (Gurus)
- Tools (Software)
- Activities
- Opinions, Behaviors, Events



DESCRIBE YOUR AVATAR

Customer Segments



All the people or
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AND customers)

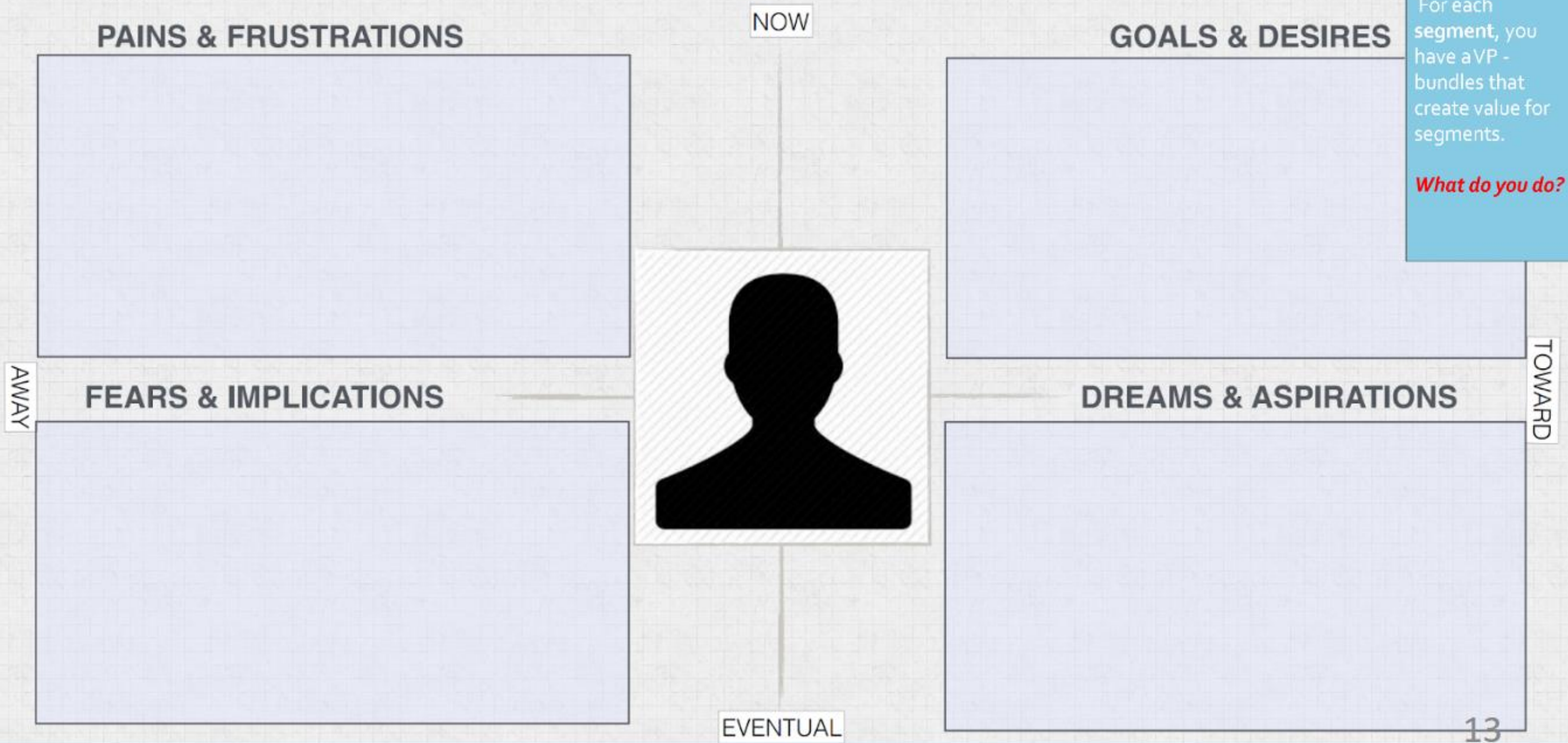
Who do you help?



****START HERE****

For each segment, you have a VP - bundles that create value for segments.

What do you do?





What is the currency that matters to your customer?

- WHAT IS YOUR CATEGORY?
- WHAT IS YOUR CURRENCY?
- LIST ALL OF THE CURRENCIES THAT MATTER TO YOUR CUSTOMER.
- PICK ONE CURRENCY AND CENTER YOUR APP AROUND THAT.

THIS IS HOW VALUE IS IDENTIFIED!

MY CORE CURRENCY IS:

CURRENCIES

INCREASE



Metric + Timeline



DECREASE



Metric + Timeline

Value Propositions



****START HERE****

For each segment, you have a VP - bundles that create value for segments.

What do you do?

1. Biggest goal of our Persona
 2. Greatest Dream
 3. Primary Frustration
 - 4 Metric / Timeline
- These must be answered so we can say: we can help you accomplish X goal in Y timeline.

LearningVoyage.com

Here is an example for Machine Learning: I help intelligent IT professionals become ninja data scientists so they can create AI, Machine / Deep Learning Algorithms without a heavy math investment in under 30 days.

LV Marketing MESSAGE

1 What's your clients' biggest goal or desire?

2 What's your clients' greatest dream or aspiration?

3 What's your clients' biggest pain or frustration?

- Remember the Metric and Timeline
- Focus on the big WHY
- Be specific and relevant to your target avatar
- Be complimentary when possible
- Start with the template before improvising

LearningVoyage.com Marketing MESSAGE

"I help _____ achieve/do _____, so they can _____ without _____."

Start with a compliment like: I help Smart professionals

The goal of this is to establish us a micro-celebrity. We need to be seen as the authoritative figure in the niche. Single most effective. The best. The only.

Value Propositions



****START HERE****

For each segment, you have a VP - bundles that create value for segments.

What do you do?

RESEARCH AND DEVELOPMENT
HUMAN RESOURCES MANAGEMENT
CORPORATE SOCIAL RESPONSIBILITY
SOCIAL MEDIA MARKETING
CUSTOMER SATISFACTION
VERTICAL INTEGRATION STRATEGY
INTERNET OF THINGS (IOT)
SEARCH ENGINE OPTIMIZATION (SEO)
ANALYTICS AND REPORTING
SUPPLY CHAIN MANAGEMENT
DATA SECURITY AND PRIVACY PROTECTION
BUSINESS PROCESS REENGINEERING (BPR)
CUSTOMER SERVICE
ADVERTISING AND PROMOTION
CUSTOMER EXPERIENCE
APPLECARE
PROCESS MAPPING AND MODELING STRATEGIES
PRODUCT PORTFOLIO MANAGEMENT
GLOBAL EXPANSION STRATEGY
CORPORATE CULTURE
PRODUCT DIFFERENTIATION
MARKETING STRATEGY
BUSINESS PROCESS AUTOMATION (BPA)
INTELLECTUAL PROPERTY RIGHTS (IPR) PROTECTION
FINANCIAL MANAGEMENT
ORGANIZATIONAL STRUCTURE
PUBLIC RELATIONS (PR)
AUGMENTED REALITY
CONTENT MARKETING
5G TECHNOLOGY
DATA ANALYSIS
INNOVATION MANAGEMENT
SUSTAINABILITY
PROCESS IMPROVEMENT STRATEGIES
BRAND LOYALTY
MERGERS AND ACQUISITIONS
LICENSING AGREEMENT
PRODUCT LIFE CYCLE MANAGEMENT
HORIZONTAL INTEGRATION STRATEGY
DISTRIBUTION CHANNELS
CLOUD COMPUTING
OUTSOURCING STRATEGY
STRATEGIC ALLIANCES AND PARTNERSHIPS
COMPETITIVE ADVANTAGE

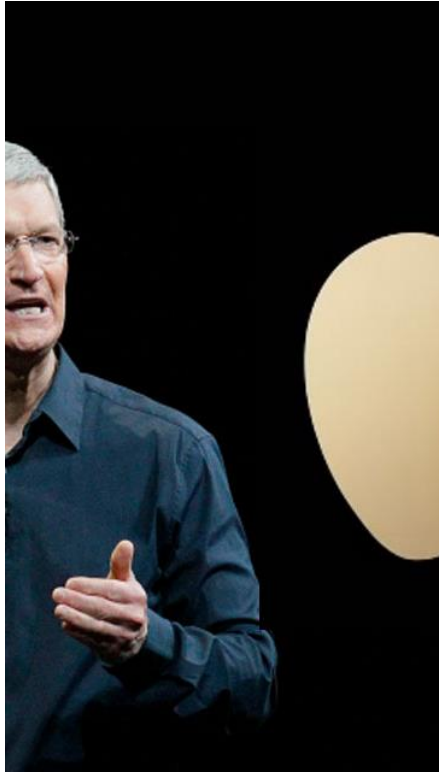
SOFTWARE
ONLINE STORE
SUBSCRIPTION SERVICES
PRICING STRATEGY
PRODUCT DESIGN
PROCESS OPTIMIZATION STRATEGIES
HARDWARE
APPLE WATCH
APP STORE
APPLE MUSIC
BUSINESS MODEL
APPLE
MACBOOK
IPAD
APPLE TV
MACBOOK PRO
IPOD
ITUNES STORE
PREMIUM SERVICES
RETAIL STORES
MACBOOK AIR

The People Behind Apple Inc.



STEVE JOBS

Co-Founder & Former CEO



TIM COOK

Current CEO



JONATHAN IVE

Chief Design Officer



EDDY CUE

Senior Vice President of
Internet Software and
Services



PHIL SCHILLER

Senior Vice President of
Worldwide Marketing

LEADERSHIP
RESEARCH AND DEVELOPMENT
INNOVATIVE FUTURE CREATIVITY

SUSTAINABILITY INITIATIVES INTERNET OF THINGS (IOT) HARDWARE DEVELOPMENT EDGE COMPUTING SMART CITIES AI TECHNOLOGY
AUGMENTED ANALYTICS SOFTWARE DEVELOPMENT ROBOTIC PROCESS AUTOMATION (RPA)
ROBOTIC PROCESS AUTOMATION (RPA) IPHONE iOS STEVE JOBS 5G NETWORKING VOICE ASSISTANTS MARKETING
SMART CONTRACTS AUGMENTED ANALYTICS SMART CITIES ROBOTICS WEARABLES BLOCKCHAIN SMART HOME DEVICES IPAD
AUGMENTED ANALYTICS SMART CONTRACTS AUTONOMOUS VEHICLES MACBOOK GAMIFICATION NEURAL NETWORKS CLOUD COMPUTING
ARTIFICIAL INTELLIGENCE BIOMETRICS AUGMENTED REALITY 3D PRINTING EDGE COMPUTING STREAMING SERVICES DIGITAL TWINS QUANTUM COMPUTING
NATURAL LANGUAGE PROCESSING VIRTUAL REALITY NEURAL NETWORKS MAC OS X GAMIFICATION SOCIAL MEDIA PLATFORMS
TIM COOK DIGITAL TWINS BIG DATA ANALYTICS MACHINE LEARNING
STRATEGY TECHNOLOGY DESIGN
NATURAL LANGUAGE PROCESSING INNOVATION APPLE INC.
SMART MANUFACTURING
PRODUCT DEVELOPMENT