

Activity

Craft Your Value Proposition – Part 2

In the previous session, the students worked on the Value Proposition segment of the canvas. In this session, they will take up **Part 2** of the activity.

Instructions:

1. Ask the students to regroup in their practice venture teams.
2. Ask the students to keep handy the Value Proposition Canvas that they had worked on earlier.
3. Ask them to fill up the “**Assessing Fit Questionnaire**” given in the student handout. Explain that this will help them assess if their value proposition is a good fit for their customer segment.
4. Inform the students that they will get **40 minutes** to complete this activity.

Assessing Fit Questionnaire

1. Does your value proposition focus on the most important jobs, most extreme pains, and most essential gains?
☒ Yes ☐ No
2. Does it focus on unsatisfied jobs, unresolved pains, and unrealized gains?
☒ Yes ☐ No
3. Does it concentrate on only a few pain relievers and gain creators but does that extremely well?
☒ Yes ☐ No
4. Is it aligned with how customers measure success?
☒ Yes ☐ No
5. Does it focus on jobs, pains, and gains that a large number of customers have or does it focus on those jobs, pains, and gains for which a small number are willing to pay much money?
☐ Yes ☒ No
6. Does it differentiate from competition in a meaningful way?
☒ Yes ☐ No
7. Does it outperform competition substantially on at least one dimension?
☒ Yes ☐ No

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8. Is it difficult to copy?

☒ Yes ☐ No

Note: If you have answered with a 'No' to four or more questions, you should go back and tweak your value proposition.