

## VALUE PROPOSITION TYPES (From Business Model Generation)

<b>Newness</b>  Satisfy a new set of needs, customers did not perceive this as a issue before  Often technology related  Example: Mobile Phones	<b>Performance</b>  Satisfy existing problem by improving product or service performance or capacity	<b>Customisation</b>  Tailored to needs of individual customer segments or needs	<b>"Getting the job done"</b>  Provide an essential component  Example: Car engine
<b>Design</b>  Products stand out because of superior design  Examples: Fashion, Consumer electronics	<b>Brand/Status</b>  Provides value to customers in displaying or using a particular brand  Example: expensive watches, "in" products	<b>Price</b>  Similar value to competition, at lower price	<b>Cost reduction</b>  Helps customers reduce costs in other areas  Example: hosted CRM
<b>Risk reduction</b>  Helps customers reduce risk in other areas  Example: Insurance	<b>Accessibility</b>  Provides service to customers who previously lacked access to it  New business models, new technologies	<b>Convenience/Usability</b>  Make existing things more convenient or easier to use  Eg digital music downloads	