# Base Level Objects Outline

1. **Login**
   1. Token
   2. Validation message

Example:

{

"login":

{

"token": "",

"validationMessage":"Sorry Invalid User Name Or Password"

}

}

1. **Activity Feed List**
   1. Activity
      1. Id
      2. Object Type
      3. Name
      4. Action
      5. By
      6. Date

Example:

{

"activity":[{

"id":19860,

"objectType":"Initiative",

"name":"Healthcare - 2014",

"action":"Published",

"by":"Brian Kiep",

"date":"04\/07\/2014"

},

{

"id":8405,

"objectType":"Value Prop Version",

"name":"Animal Health - 2014",

"action":"Status Changed to Completed",

"by":"Matt Cobb",

"date":"04\/07\/2014"

}

]

}

1. **Customer List**
   1. Customer
      1. ID
      2. Logo (Link)
      3. Name
      4. Owner Name
      5. Value Props
         1. Id
         2. Name

Example:

{

"customers":[{

"id":5440,

"logo":"http://valkre.com/images/amgenlogo.png",

"name":"Amgen",

"ownerName":"Matt Cobb",

"valueProps":[{

"id":5446,

"name":"Rio Tinto - 2012-13"

},

{

"id":800456,

"name":"Transnet - 2014"

}

]

},

{

"id":89799,

"logo":"http://valkre.com/images/cityhospitallogo.png",

"name":"City Hospital",

"ownerName":"Brian Kiep",

"valueProps":[{

"id":7110,

"name":"Vale Mozambique – Version nine"

},

{

"id":987,

"name":"Vli – 2012-2013"

}

]

}

]

}

1. **Value Prop**
   1. Name
   2. Description
   3. Alternative
   4. Publish Date
   5. Relative strength
      1. Numerator Label
      2. Numerator Value
      3. Denominator Label
      4. Denominator Value
      5. Dvp % Value
   6. Differentiator List
      1. Differentiator
         1. Rank
         2. Summary
         3. Description
         4. Attribute
         5. Function List
            1. Function Name
         6. Driver List
            1. Driver Name
   7. Calculation List
      1. Calculation
         1. Name
         2. Value
         3. Formula Inputs
            1. Name
            2. Value
            3. Key Metric bit
         4. Formula List
            1. Formula

Formula

Final Value

Example:

{

"valueProp":[{

"name":"Red River Farms",

"description":"Our North America pharma business targeting animal health.",

"alternative":"Other competitors in this industry.",

"publishDate":"05/07/2014",

"relativeStrength":[{

"numeratorLabel":"Impact on customer profits",

"numeratorValue":"$152,000",

"denominatorLabel":"Amount spent with us",

"denominatorValue":"$1,000,000",

"dvpPercentValue":"15.2%"

}],

"differentiators":[{

"rank":1,

"name":"Optics Yield",

"description":"10% faster and 5% more fuel efficient",

"attribute":"Product",

"functionList":["Executive/Mgmt","Veterinary Team"],

"driverList":["Increase Revenues","Operating Costs"]

},

{

"rank":2,

"name":"Outside Sales",

"description":"We offer innovative partnering solutions such as financing, customized training and industry-wide lobbying efforts.",

"attribute":"Sales",

"functionList":["Operations Team","Sales Team"],

"driverList":["Increase Revenues","CapEx"]

}

],

"calculations":[{

"name":"# of Customers",

"value":"$125,000",

"formulaInputs":[{

"name":"# of New Customers",

"value":"$11,550.00",

"keyMetricBit":"true"

},

{

"Name":"Avg Order per customer",

"Value":"$50,000",

"keyMetricBit":"false"

},

{

"name":"Operating Margin",

"value":"25%",

"keyMetricBit":"false"

}

],

"formulas":[{

"name":"New Customer Formula",

"equation":"# of New Customer [10] x Avg Order per customer [$50,000] x Operating Margin [25%]",

"result":"$125,000"

}

]},

{

"name":"Operating Costs",

"value":"$125,000",

"formulaInputs":[{

"name":"Improved productivity from training",

"value":"$5,160.00",

"keyMetricBit":"true"

},

{

"name":"Gallons of milk per employee",

"value":"200,000",

"keyMetricBit":"false"

},

{

"name":"Operating margin",

"value":"10%",

"keyMetricBit":"false"

}

],

"formulas":[{

"name":"Productivity Formula",

"equation":"( Employees per farm [4] × Gallons of milk per employee [200,000] × Revenues per gallon [$0.43] ) × Operating margin [10%] × Operating improvement [15%]",

"result":"$5,160.00"

},

{

"name":"Error Reduction",

"equation":"Error rate reduction [30%] × Error rate today [15%] × Cost of an error [$175,000.00]",

"result":"$7,875.00"

}

]

}

]

}]

}