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Where to Start

Zoom out Contrary to popular belief, great new value propositions don't always have to start with Create value based on a new technolthe customer. They do, however, always have Your Business Model Environment ogy trend or turn a new regulation to to end with addressing jobs, pains, or gains your advantage? that customers care about. Could you... Adapt your value proposition to a new or underserved segment such as the rising middle class in emerging markets? Imitate and "import" a pioneering model from another sector or industry? Come up with a new value proposition Design a value proposition for a that your competitors can't copy? new macroeconomic trend such as rising healthcare costs in the Western hemisphere? Your Current Business Model(s) Ø Come up with a new value proposition based on a new partnership? ♥ Leverage your existing relationships 📭 and channels to offer customers a new Build on your existing activities and resources, including patents, infrαvalue proposition? structure, skills, user base? **S** Give away your core product for free Dramatically alter your cost structure or increase your prices by a multiple? to lower your prices substantially? Your Value Proposition(s) Create a new gain creator for a given -Focus on your customers' most Customer Profile? essential unrealized gain? ⟨≡ Uncover a new unsatisfied job? **Ⅲ**<u>L</u> Imagine a new product or service? • Create a new pain reliever for a given Solve your customer's most extreme Customer Profile? unresolved pain?

Zoom in