



# Value prop and pitch

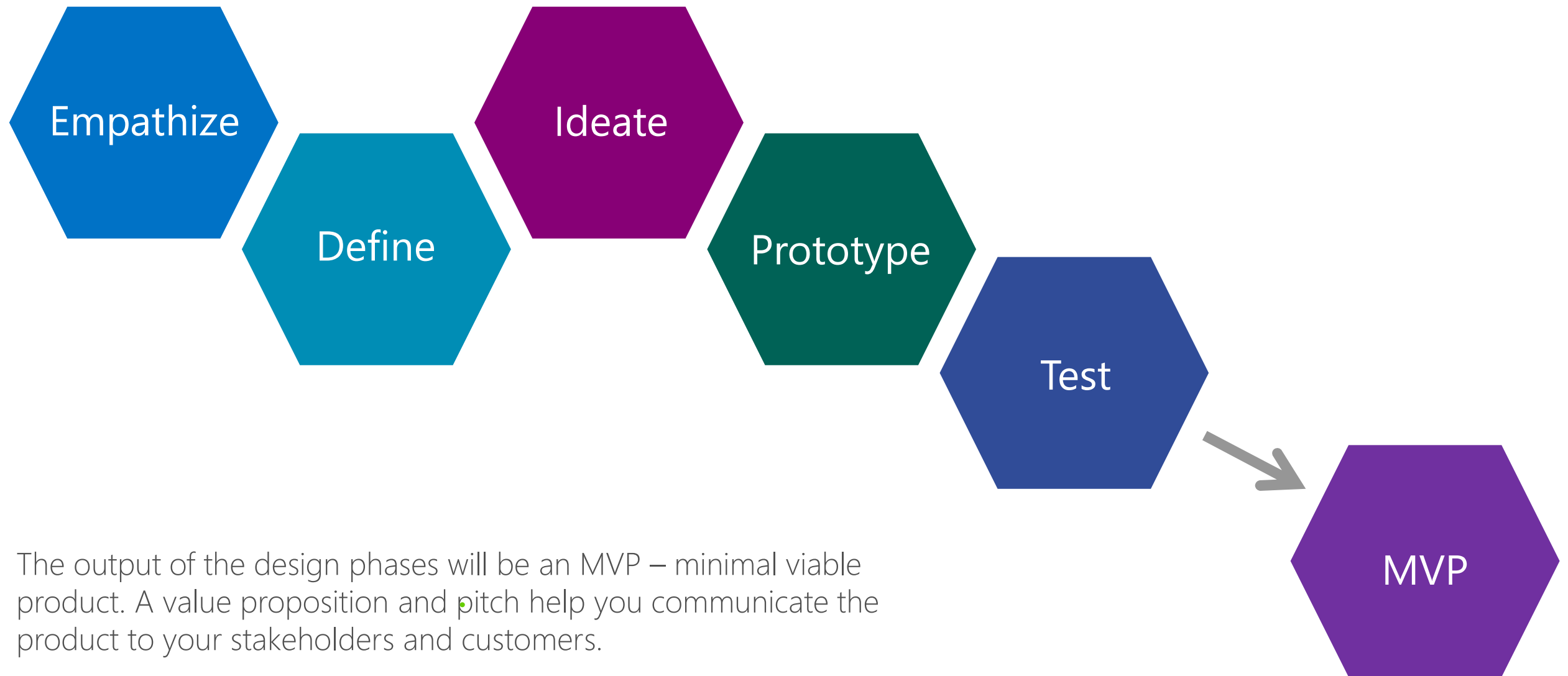


# Agenda

- Revisit design thinking phases
- Introduce value prop
- Introduce pitching
- Value prop framework

# Design thinking phases

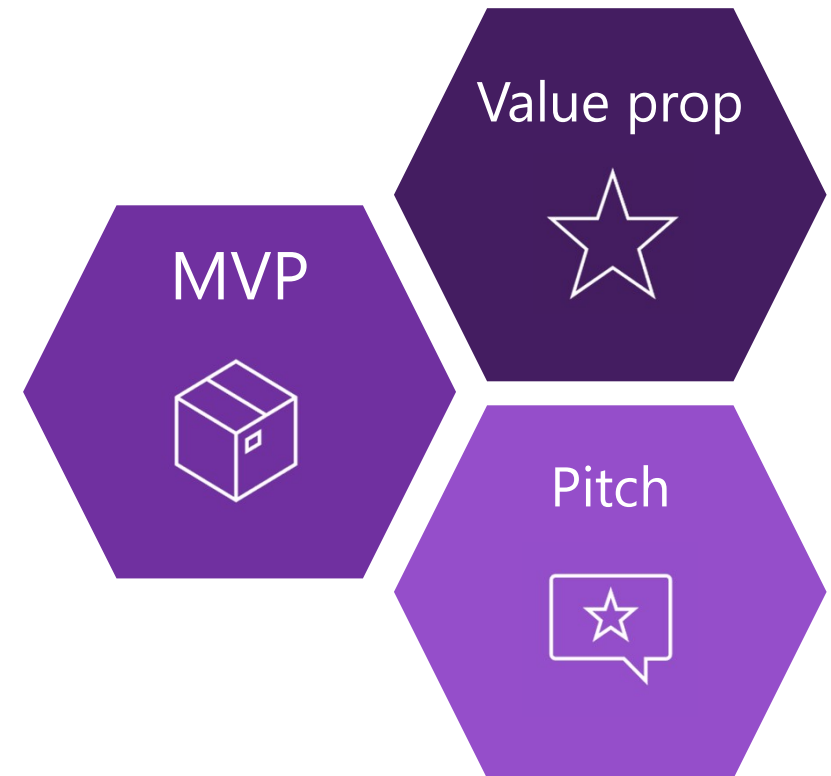
# Phases of design thinking



The output of the design phases will be an MVP – minimal viable product. A value proposition and pitch help you communicate the product to your stakeholders and customers.

# Value prop and pitch

- Value proposition (prop) – how you define why your MVP is so great: who it's for, what user needs it meets, and why it's better than other solutions .
- Pitch – how you deliver the value prop message.
- Together they prepare you to talk about your product, enroll stakeholders, get funding, convince customers to try it.



# Introducing value prop!

# What is a value proposition?

1

Identify customer need

- Who the product is for
- Need or pain point

2

Link value of product to customer need

- What is the product
- Key benefit of the product

3

Differentiate the product

- Advantage over competitor
- Measurable proof point

# Sample

Can you guess these products based on the short (intro) of their value props?

[Product] exists to create a world  
where anyone can belong  
anywhere, providing healthy travel  
that is local, authentic, diverse,  
inclusive and sustainable.

Soundtrack to your life. Let [product]  
bring you the right music for every  
mood and moment. The perfect song  
for your workout, your night, or your  
journey to work.



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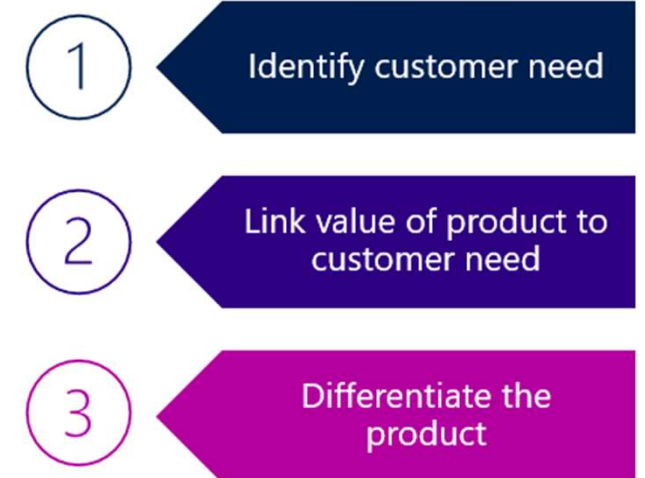
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# What about this needs improvement?

Text your Pet is an application that allows you to communicate with your pet remotely. It's different than other pet communication applications because it translates how humans communicate to the senses that pets understand best.



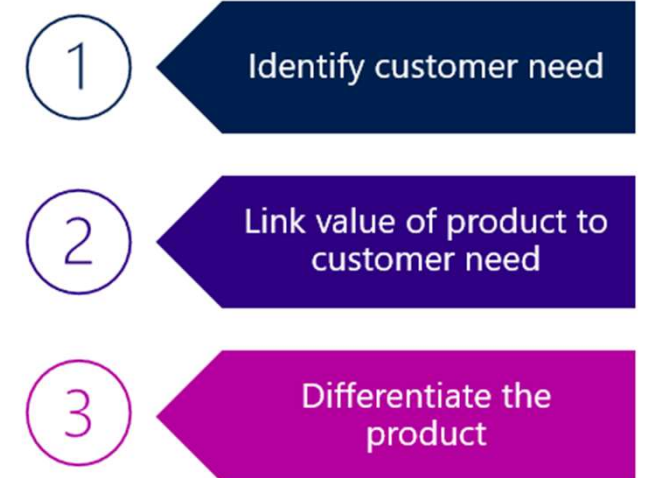
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# What about this needs improvement?

Ever worry about your pet at home when you're working late? When you're out, ever wish you could drop your pet a note and let them know how good they're being? Text your Pet is an application that allows you to communicate with your pet remotely. It eases stress and increases comfort when you're away from your dog or cat during the day.



# What about this needs improvement?

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# Pitch

# How you talk about your product matters

- You could have the greatest product in the world but if no one understands what it does or why they should care it doesn't matter.
- The delivery of the value prop is the product pitch.
- When talking to customers and stakeholders the value prop helps you clearly communicate your ideas.
- Product landing pages and marketing materials leverage the pitch to help convey the value prop as well.

# Tips for verbal delivery

- Practice – it's a skill.
- Familiarize don't memorize – use the value prop as the outline - hit on your key messages - but it's ok if it's not word for word the same every time you say it.
- Time yourself – you should be able to deliver your message in less than a minute. The rest of the presentation will be reiterating in more detail and proving the points you made in the pitch.



# More tips

- Record yourself.
- Think through what questions the audience may ask.
- Practice in front of other people. Based on their feedback and questions, you'll make your pitch better.

# Value prop framework

# Framework template

Use this as a guide as you build your pitch

|                      |                    |                    |
|----------------------|--------------------|--------------------|
| Product/feature name | <i>For</i>         | Target customer    |
|                      | <i>who</i>         | Need or pain point |
|                      | <i>is a</i>        | Category           |
|                      | <i>that</i>        | Key benefit        |
|                      | <i>unlike</i>      | Competitors        |
|                      | <i>our product</i> | Key differentiator |
|                      | <i>because</i>     | Proof point        |

# Resources to draw from

The design phase activities provide insights to draw from while building your pitch:

- Empathize – user needs, and pain points
- Define – problem statement
- Ideation and prototype – key benefits or features of the product
- Competitor audit – key differentiators from competitors

# Framework sample template

|                                       |                    |   |                    |
|---------------------------------------|--------------------|---|--------------------|
| Product/feature name<br>Text your pet | <i>For</i>         | Pet owners  | Target customer    |
|                                       | <i>who</i>         | Are frequently away from their pets which causes stress   | Need or pain point |
|                                       | <i>is a</i>        | Device and mobile application                             | Category           |
|                                       | <i>that</i>        | Engages with pets through smell, sound, taste             | Key benefit        |
|                                       | <i>unlike</i>      | Other pet communication apps                              | Competitors        |
|                                       | <i>our product</i> | Translates how humans communicate to how pets communicate | Key differentiator |
|                                       | <i>because</i>     | Studies show smell, sound, taste work best                | Proof point        |

# Framework sample pitch

Ever worry about your pet at home when you're working late? When you're out, ever wish you could drop your pet a note and let them know how good they're being? Text your Pet is a device with a mobile application that allows you to communicate with your pet through sound, smell, and taste engagement features. It eases stress and increases comfort for both you and your cat or dog when you're away during the day. It's different from other pet communication applications because it translates how humans communicate to the senses that pets understand best.

