New Venture Creation Project

Deliverable 1: Problem Validation & Value Proposition

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| **Project Name:** |  |
| **Code (EMINE23\_03):** |  |
| **Tutor:** |  |

Project Team

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| **Surname, Name (\*)** | **e-mail (ESADE)** |
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(\*) Please, write your name in the same order that in the official course list

Project Description

(Please provide a clear and concise description of the new venture idea, key aspects of its business model, and an assessment of why it is a good opportunity)

Problem/Need and Customer Description (Try to be as specific as possible)

(Describe the problem and the customer that has the problem/need. What is the problem or need? Who has the problem? When does the customer have it? In which circumstances? Why? How painful is not having it solved?)

Problem Validation (Try to be as specific as possible)

(Which data supports the existence of the problem? How do you know this is a real problem?)

Customer Segment Validation (Try to be as specific as possible)

(Who has the problem? Why do they have the problem? When do they have the problem? How are they (Customer Segment) trying to solve/alleviate the problem now?) You are expected to “observe” your customer experiencing the problem and complete **5 to 10 in person or Skype interviews / observations.**

Solution (Value Proposition) Description (Try to be as specific as possible)

(What is the solution you propose to address the problem? Describe how and why it solves the problem. Why is it better than the competitor’s?)

Justification (Try to be as specific as possible)

(Justify why your solution addresses correctly the problem and responds to the findings obtained during the problem and customer segment validation.)