


Bachelor Graduation Project

First Assignment – Value Proposition Canvas




1. What is your offer and who might be interested?

The value proposition is a set of very strong and persuasive reasons why your target user has an interest in your technology and is willing to purchase it. To arrive at this understanding it will help to first formulate what your technology is in your own words and then give a description of the user you like to target.

Your technology

First, give a short and concise description in your own words of what your technology  is and what it actually does do. What are the main features of your offer, what does it solve, how does it help? Can it do something we could not before? This can be very basic, such as my technology is a bendable screen. It is not needed to go in much detail such as what the screen resolution is or what the energy consumption is. Second, the challenge is to find applications. List a number of potential applications for your technology and think about the possible benefits in terms of gain creators or pain relievers that your offer has. These can be various and is very technology-dependent. But many times we think of product features that are related to categories such as usability, accuracy, costs, compatibility, safe, fast, etc.

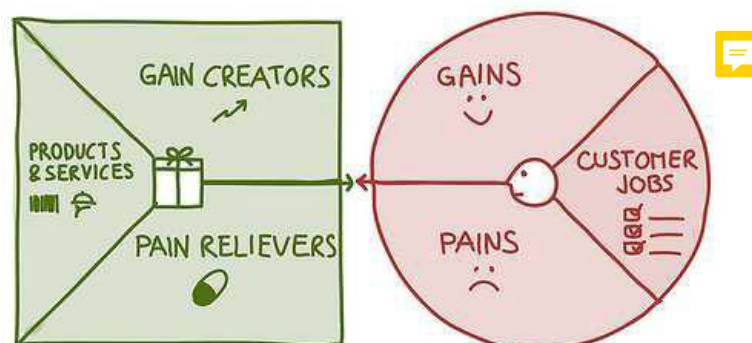
Question 1:

- 1) Describe your technology in what it can do and give a visual,  a picture or graph how it works.
- 2) Give a description of minimal 3 (max 5) potential applications 
- 3) For each of these applications, think about the main benefits the technology has over existing applications that users use nowadays. 

Your possible customers

The next step is to identify a number of possible user groups that are mostly in need of the benefits your technology provides. For each of the user groups can you identify what the main jobs are these users have to do. Describe the job and for each user group discuss the gains and pains they have with the current job they do. Do not immediately relate these to your technology. At this point, it is the user that is central and you need to put yourself into the shoes of the user. Knowing the exact job the user does will inform you about the true pains and gains. Once these are identified you can see how it resonates with your technology and select the user groups that are most helped by your technology.

- 4) **For each user** discuss what the technology can offer to them, how can it make life easier of a user?
 - a) Formulate your initial thoughts on who might be the user of your technology
 - b) Describe how a user will use the technology and how it can help the user do his/ her job
 - c) Try to fill out the value proposition canvas and identify the gain creators and pain relievers.



2. Where would you like to start?

Before we proceed to focus on the main interesting user, it is important to make a wider analysis of the user. This relates to a number of characteristics of the user, whether it is an attractive user group, or market. Once we compared the various user groups it helps to decide where to focus and which market would be your beachhead market.

Therefore we suggest to make a table and identify in the first column, the various characteristics that would indicate whether this user is attractive. The rows represent the various user segments (see table 1).

For the characteristics, to make the decision whether the user segment is attractive a number of questions can be asked and you can also add to the list. has two characteristics, one is that the target customer is willing to buy your offer and second that the customer group will help to address related customer groups. This is what we call the beachhead market. Once you entered the targeted customer you can easily scale up and expand to other groups, like coming to a beach that gives access to the hinterland.

Question 2:

The alignment between the technology you have and potential user groups (segments), may result in a possible beachhead. Use table 1, below to select your beachhead market by comparing a number of characteristics, for instance the list below :

- Is the target customer well-funded?
- Is the target customer readily accessible to your sales force?
- Does the target customer have a compelling reason to buy?
- Can you today, with the help of partners, deliver a whole product?
- Is there entrenched competition that could block you?
- If you win this segment, can you leverage it to enter additional segments?

1) Draw up a list of at max. 5 potential markets that have users that would use your technology

	User group 1	User group 2	User group 3	User group 4	User group 5
Characteristic 1	Low- high, or Easy-difficult, etc.				
Characteristic 2					
Characteristic <i>n</i>					
TOTAL					

2) Compare the user groups and make a selection where you would start: your beachhead market

Question 3:



The analyses above provides you with a solid way to identify the most interesting beachhead. However, it is all faith-based. We believe it is this user group, but we need the evidence. We need data to confirm we are rights. The assumptions above need to be checked. Your task is to go out, identify possible user groups and discuss with them the job they like to do, the pains and gains they experience and how you can improve it.

- 1) Collect the evidence by analysing reports and talk to users to confirm your assumptions holds, or
- 2) If the answers do not confirm your thoughts, you may need to turn to another user group or change the technology features you have in mind.