

06.06.18





Innovator
In Residence

WEEK 5 VALUE PROPOSITIONS

AGENDA

- Hello & Introductions [10 MIN]
- Toolbox Check-In [5 MIN]
- Value Propositions [10 MIN]
- Problem Pitches [15 MIN]
- Open Discussion [10 MIN]
- Key Dates [3 MIN]
- Action Items [2 MIN]
- Inspiration [3 MIN]
- Wrap Up [2 MIN]



HELLO & INTROS

INTRODUCTIONS

2018 SPRING COHORT



FOUNDER	HOME
Christy Bartlett	MN
Jeremy Silver	GA
Sanjib Banerjee	GA
Andrew McDonald	OR
Christina Stensby	MN
Gus Tobes	CA
Eileen Alden	CA
Ritu Chowdhary	MN
Isaac Riesterer	OR
Pete Scherf	MN
Andrew Kavie	MN
Adam Goldstein	MN
Shawn Higginbotham	MO

FOUNDER	HOME
Suzanna Newell	MN
Theodore Gamble	MN
Michael Villano	CA
Christa Lee Brynwood	WI
Melinda Ashburn	AR
Joanna Yap	NY
Brett Heeney	WI
Stephen Dallimore	KS
Awais Sultan	IL
Kristi Uphoff	MN
Andrew Sisulak	MN
Jannine Dobson	WI
Jerry Anderson	WI

FOUNDER	HOME
Kristin Clements	FL
Claire Harlow	FL
Emily Arnau	IL
Mark Olen	WI
Michael Short	FL
Carol Walnut	GA
Tatiana Akulova	MN
John Lewis	TN
Robert Quigley	OH

5 MIN



TOOLBOX CHECK-IN



IIR TOOLBOX

- Idea Place
 - MARKET
 - Interviews: Scripts & Status
- Online Tools
 - Mood Survey #2
- Innovation Canvas
 - Desirability

OUR INNOVATION CANVAS

GENERAL INFO	PROJECT TEAM Lead(s): SME's: Sponsors:	BUSINESS LINE	GOAL CATEGORY +Revenue +Efficiency +CX
DESIRABILITY	FEASIBILITY	VIABILITY	
PROBLEM / OPPORTUNITY	SOLUTION	RISK & COMPLIANCE Legal Ethical Reputational Market	CHANNELS Supply Sales Delivery
TARGET AUDIENCE(S) Primary Secondary	VALUE PROP(S) Customers Bank Other	ALIGNMENT Internal (Sponsors) External (Sponsors)	METRICS
HYPOTHESIS Hunch	MARKET Internal External	TECHNOLOGY	IMPACT Business Model

ACCELERATOR FOCUS



VALUE PROPOSITIONS



VALUE PROPOSITION

What the heck is it?

A value proposition is a clear statement that:

1. Explains how your product solves customers' problems or improves their situation (relevancy),
2. Delivers specific benefits (quantified value),
3. Tells the ideal customer why they should buy from you and not from the competition (unique differentiation).

VALUE PROPOSITION

What shape can it take?

- **Headline:** What is the end-benefit you're offering, in 1 short sentence. Can mention the product and/or the customer. Attention grabber.
- **Sub-Headline or a 2-3 sentence paragraph:** A specific explanation of what you do/offer, for whom and why is it useful.
- **3 Bullet Points:** List the key benefits or features.
- **Visual:** Images communicate much faster than words. Show the product, the hero shot or an image reinforcing your main message.

VALUE PROPOSITION

What makes a great Value Proposition?

- **Clarity!** It's easy to understand.
- It communicates the **concrete results** a customer will get from purchasing and using your products and/or services.
- It says how it's **different or better** than the competitor's offer.
- It **avoids hype** (like 'never seen before amazing miracle product'), superlatives ('best') and business jargon ('value-added interactions').
- It can be read and understood in about **5 seconds**.

VALUE PROPOSITION

Some solid examples . . .

The screenshot shows the Stripe homepage. At the top, there's a dark header with the word "stripe" in white. Below it, a large section titled "Payments for developers" features a blue Visa card with the Stripe logo. A sub-headline says "Stripe makes it easy to start accepting credit cards on the web today." Below this is a "Get Started with Stripe" button. The main content area has a dark background with the title "Why you'll love using Stripe" in white. It includes icons for VISA, American Express, and Discover. To the left is a graphic of a white cloud containing a gear and the word "stripe". To the right, there's a section titled "Full-stack payments" with text explaining how Stripe handles various financial operations like card storage, subscriptions, and direct bank payouts.

The screenshot shows the Geekdom homepage. At the top, there's a navigation bar with links for HOME, MISSION, MEMBERSHIP, EVENTS, CONTACT, LOCATION, PHOTOS, and VIDEO. The main headline is "geekdom" with a small crown icon above the 'k'. Below the headline is a photograph of a workspace with people working at desks. A red call-to-action button on the right says "BUILD. MAKE. MOVE. SHAKE" and "Become a Member Today!". A central text box contains the statement: "Geekdom is a new kind of collaborative workspace where Entrepreneurs, Technologists, Developers, Makers, & Creatives help each other build businesses & other cool things together." Another text box below it says "Like Gym membership for Geeks." A list of "Geekdom Benefits" is provided, featuring a grid of checked-off items such as "15,000 sq. ft. of geeks & entrepreneurs", "Dedicated desks & offices", and "Community space".

- It's clear what it is and for whom
- Specific benefit oriented sub-headline
- Relevant visuals
- Smooth transition into features and benefits

- Clear statement about what it is and for whom
- List of benefits
- Relevant image

VALUE PROPOSITION

Some solid examples . . .

The Evernote homepage features a green header with the brand logo and navigation links for 'PRODUCTS', 'NOTEWORTHY BLOG', and 'THE TRUNK'. On the right, there are links for 'WEB SIGN IN', 'CREATE ACCOUNT', and 'GO PREMIUM'. The main headline 'Remember everything.' is centered above three sections: 'Capture anything.', 'Access anywhere.', and 'Find things fast.'. Each section includes an icon, a brief description, and a call-to-action button.

- Capture anything.**
Save your ideas, things you like, things you hear, and things you see.
- Access anywhere.**
Evernote works with nearly every computer, phone and mobile device out there.
- Find things fast.**
Search by keyword, tag or even printed and handwritten text inside images.

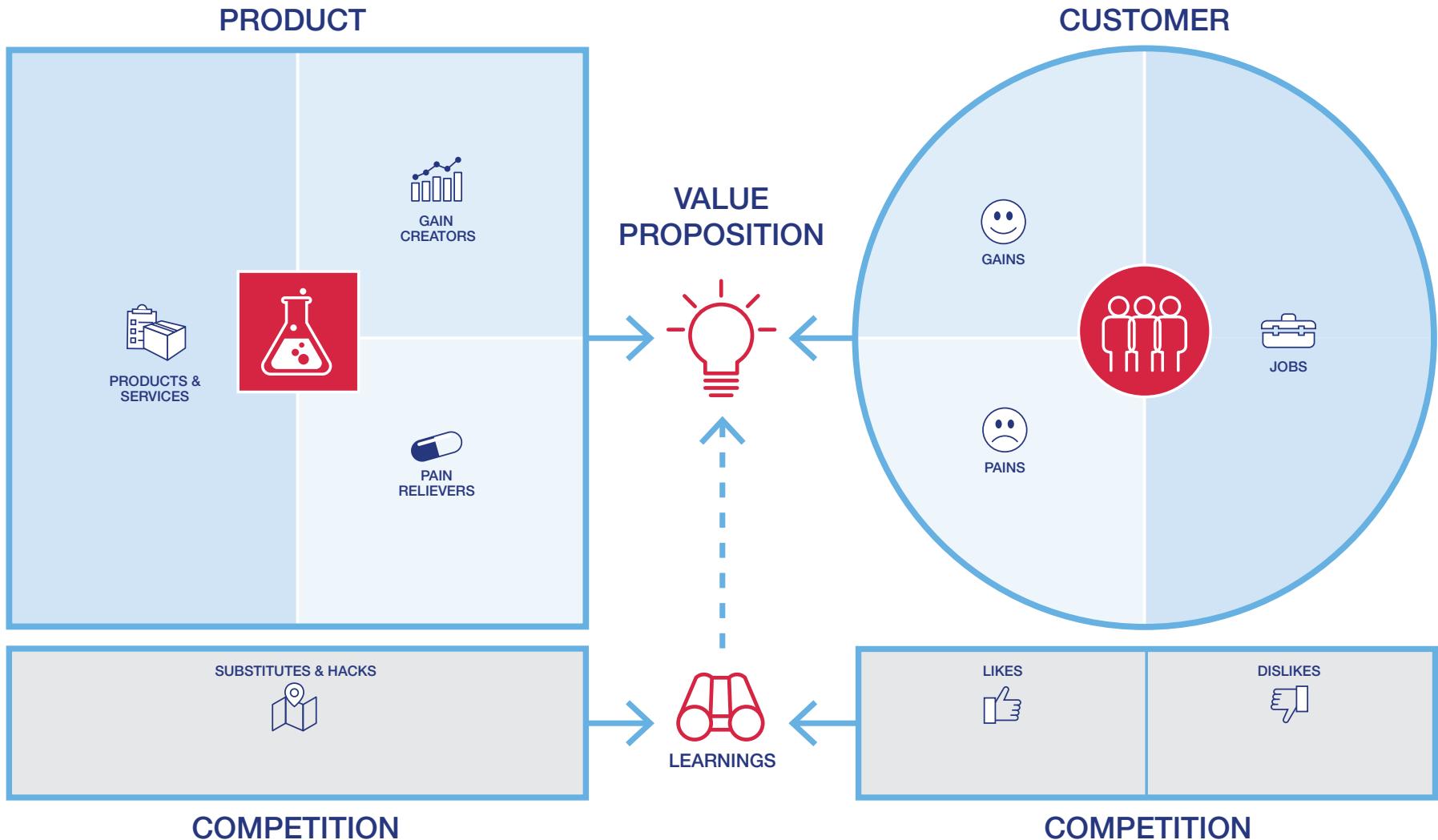
[GET EVERNOTE, IT'S FREE ▶](#)

- A different kind of layout, but well done. It tells a story of ‘what’ and ‘how’ . Easy to follow.
- Key features / benefits listed along with relevant imagery
- ‘Remember everything’ is a good slogan, but I’d add a specific sub-headline underneath it for improved clarity.

OUR INNOVATION CANVAS

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VALUE PROPOSITION CANVAS





PROBLEM PITCHES

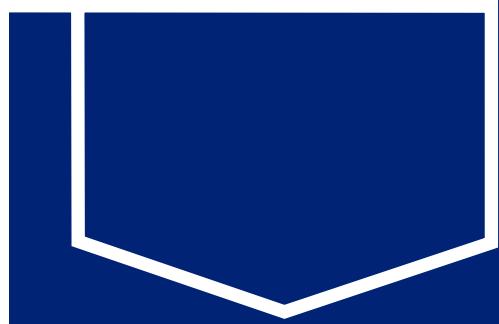


PROBLEM PITCH DECKS

Wednesday – June 13th – 1 to 3 PM CST

1. COVER
2. TEAM *[Optional]*
3. PROBLEM/OPPORTUNITY
4. CUSTOMERS
5. HUNCH
6. MARKET
7. SOLUTION *[Optional]*
8. VALUE PROPOSITION(S) *[Optional]*
9. NEXT STEPS





PROJECT TITLE

Sub Title / Slogan

Team Name
Founder / Team Names

TEAM NAME

FOUNDER

BIO

CO-FOUNDER / TEAM MEMBER

BIO

TEAM MEMBER

BIO

TEAM MEMBER

BIO

PROBLEM / OPPORTUNITY

CUSTOMERS

HUNCH

MARKET

Internal



MARKET

External



OPTIONAL

SOLUTION



OPTIONAL

VALUE PROPOSITION(S)





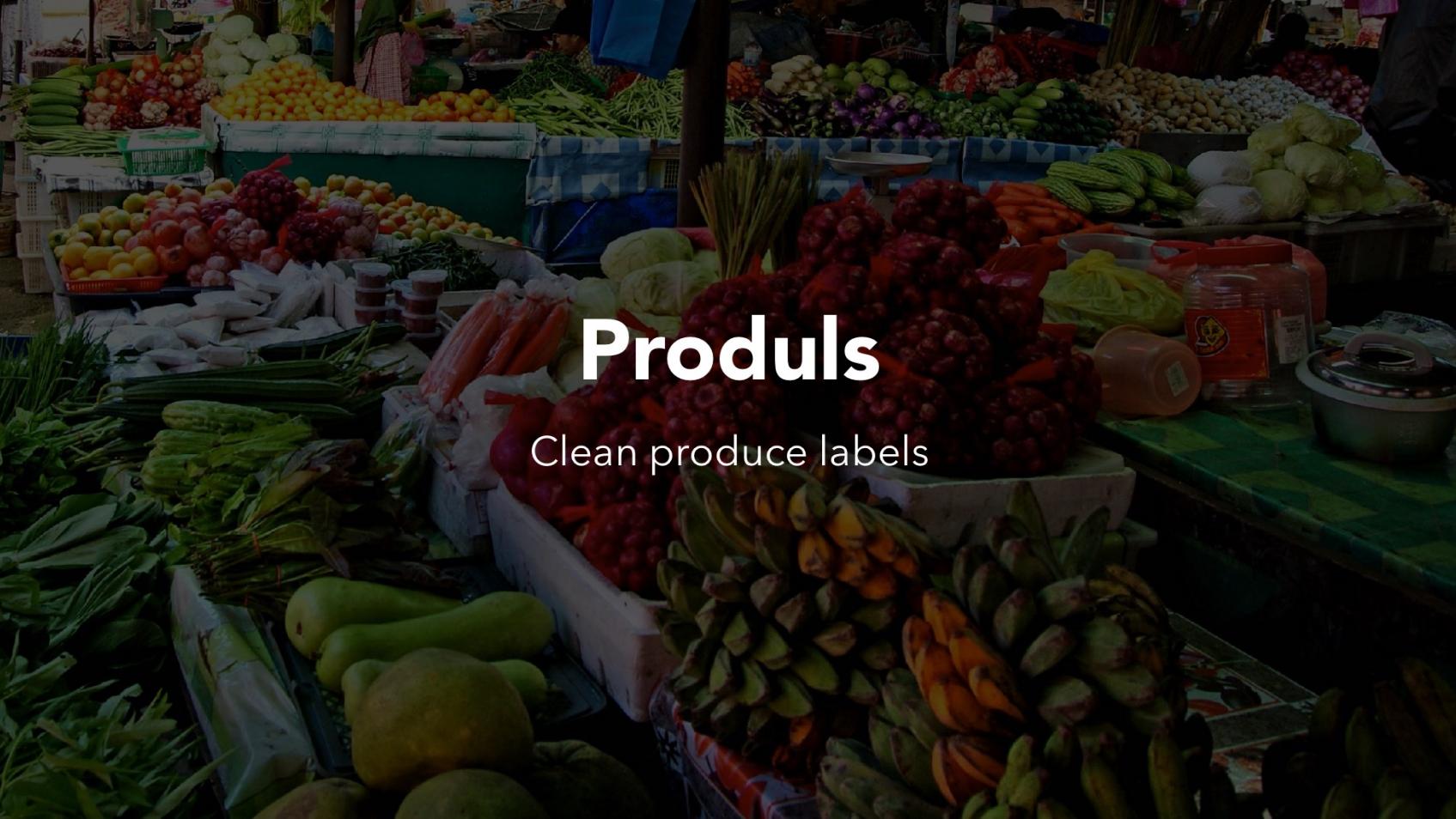
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NEXT STEPS

Next six weeks of IIR . . .

Words go here . .

SAMPLE PITCH: *Produls*



Produls

Clean produce labels



Q & A



OPEN DISCUSSION





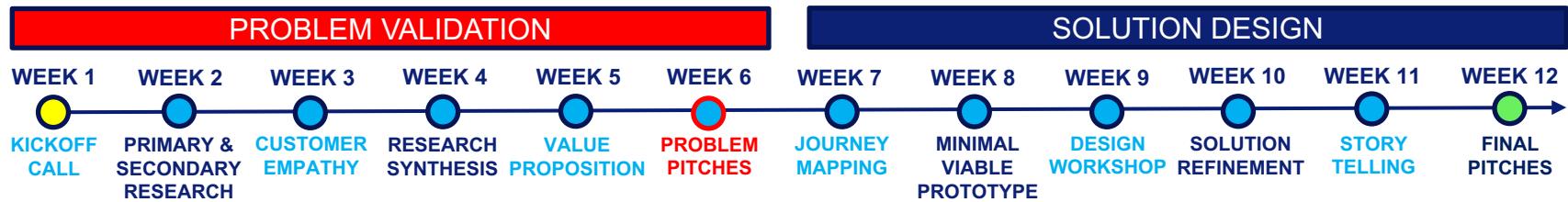
KEY DATES



PROGRAM OUTLINE



IIR ACCELERATOR JOURNEY



KEY ACCELERATOR DATES

PRE CALL 1 – WED – APRIL 18 = **INTRO WORKSHOP – 3 HRS**

PRE CALL 2 – WED – APRIL 25 = Secondary Research *[Optional]*

PRE CALL 3 – WED – May 2 = Primary Research *[Optional]*

WEEK 1 – WED – MAY 9 = **KICKOFF CALL – 2 HRS**

WEEK 2 – WED – MAY 16 = Research

WEEK 3 – WED – MAY 23 = Empathy

WEEK 4 – WED – MAY 30 = Synthesis

WEEK 5 – WED – JUNE 6 = Value Propositions

WEEK 6 – WED – JUNE 13 = **PROBLEM PITCHES – TBD**

WEEK 7 – WED – JUNE 20 = Journey Mapping

WEEK 8 – WED – JUNE 27 = M.V.P. & Experimentation

***** JULY 4TH WEEK = OFF / BREAK *****

WEEK 9 – WED – JULY 11= **DESIGN WORKSHOP – 4 to 8 HRS**

WEEK 10 – WED – JULY 18 = Solution Refinement

WEEK 11 – WED – JULY 25 = Story Telling

WEEK 12 – WED – AUGUST 1 = **FINAL PITCHES – TBD**

SHARKTANK(S) – AUGUST 1+ = PITCH TO LEADERS / *CULTIVATE (TBD)*

MEETINGS:

MAIN = WED – 1 PM CST / MAKE-UP = THUR – TBD / “OFFICE HOURS”

April 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

May 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

June 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

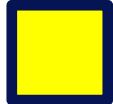
August 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4



ACTION ITEMS

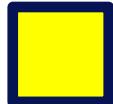


ACTION ITEMS: WEEK 5



Problem Pitch Time Slot

Short survey form coming to you this week. Please fill in and return by EOD Friday – June 8th.



Problem Pitch PPT

Complete your Problem Pitch PPT by Tuesday – June 12th @ NOON. We will have them ready for the Wednesday afternoon live sessions.



Mood Survey #2

SHORT simple questions sent via link using MS Forms.



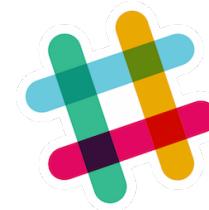
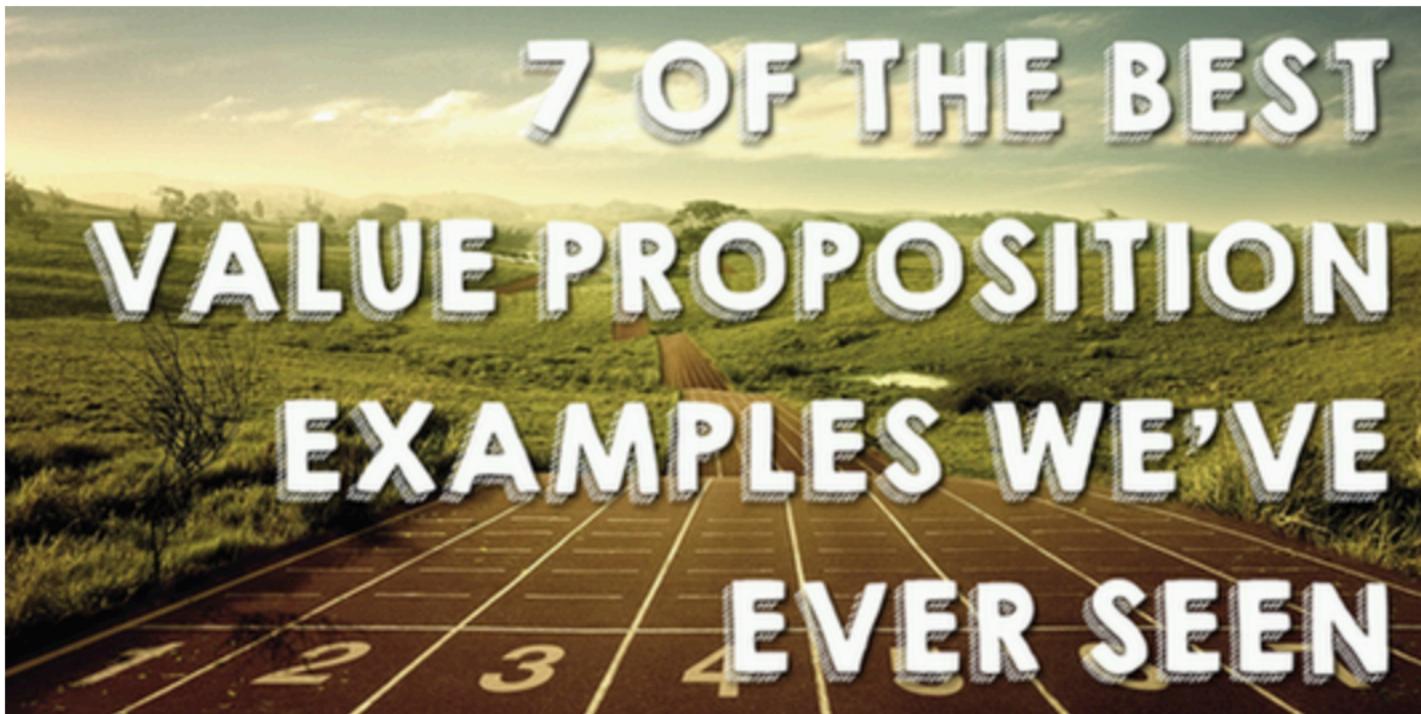


INNOVATION INSPIRATION



KEEPING IT SIMPLE

<https://www.wordstream.com/blog/ws/2016/04/27/value-proposition-examples>





WRAP UP & WHAT'S NEXT



COACHING HOURS

Please email to reserve time . . .

COACH	MON	TUE	WED	THU	FRI	EMAIL
Dakota	11 – 1 PM	E	2 – 3 PM	10 – 11 AM	1 – 3 PM	dakota.crow@usbank.com
Valerie	E	9 – 10 AM	11 – 12 PM	2 – 3 PM	E	valerie.lancelle@usbank.com
John	E	10 – 12 PM	E	10 – 12 PM	E	john.kaiser@wesleys.io
Matt	E	E	E	E	11 – 12 PM	matthew.born@usbank.com
Russ	E	E	E	E	E	rohit.gowda@usbank.com

1-ON-1 CALLS ENCOURAGED!





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NEXT CALL – WEEK 6

Wednesday – June 6th – 1 PM CST

PROBLEM PITCHES