

# Module 5 (Case: Anadot)

## Whole Product Solutions & Constructing Value Propositions

*Please click on the following links to have direct access to the modules. Module 1 - Module 15 is*

[M 1](#)

[https://canvas.vt.edu/courses/168287/pages/module-](https://canvas.vt.edu/courses/168287/pages/module-1)

[1](#)

[M 2](#)

<https://canvas.vt.edu/courses/168287/modules/358672>



### Overview

Welcome to Module 5! This module will last from Monday, September 19 @ 12:01 AM to Sunday, September 25 @ 11:59 PM. This unit builds on our previous discussions regarding the development of a customer value proposition. Customer value propositions -- or ways in which firms meet the needs and desires of customers over-and-above what their competitors can provide -- are at the center of reaching customers in mainstream markets.

One of the key ideas we will discuss in this module centers on how to address the inherent ambiguity and complexity of designing new breakthrough innovations. Customers are psychologically complex; While this is clearly not surprising, it does raise significant challenges for innovators to figure out how to configure new products and services effectively to appeal to the needs and wants of mainstream customers. The Elements of Value pyramid helps us identifying key sub-dimensions of value in a way that allows us to configure new products and services effectively to tap into specific dimensions of value that will be compelling to our customers.

These steps are critical for positioning our products and services to achieve "product-market fit." Product-market fit has many definitions but in general, it refers to the stage in which products/services appear to be gaining traction in specific markets. Such traction occurs because the core features of the product/service are well-aligned with the core needs of the customers in that marketplace.

While it's not always possible to measure when a company has achieved product-market fit, some prominent entrepreneurs argue that if 40% or more of your customers would be disappointed if your product were to be pulled from the market, you have achieved product-market fit. But regardless of the validity of such metrics, the key point of achieving product-market fit is to ensure that you are

building products that solve the needs, problems, or wants of your customers. This requires a deep understanding of the "jobs" your products are doing for your customers.

Our central point of discussion here will be on the challenges that marketing to early adopters versus early majority creates for technology firms. Specifically, where early adopters are willing to overlook potential flaws in products as long as the product promises to solve important problems the customer is facing, the pragmatism of early majority customers leads them to require "whole product solutions" in order to satisfy their key needs and wants.

One of the challenges of reaching mainstream customers is that firms often have to adopt a niche approach in order to reach these customers. This places significant pressure on the firm to scale effectively. Understanding the different product requirements across these niche segments is crucial for designing scalable business models. The Anadot case will challenge you to identify effective segmentation strategies in order to reach both early adopters and mainstream customers. Analyzing the case effectively will challenge you to push past the hype of the AI-technology to understand how to position the product effectively to meet the needs of the company's customers.

Enjoy the case discussion this week!



## Objectives

*Upon completion of this module, students will be able to:*

- Identify and understand the key strategic challenges of targeting mainstream customers with whole product solutions
- Analyze the effectiveness of product strategies intended to reach mainstream niche customers
- Formulate and defend strategic recommendations for a set of marketing strategies to reach mainstream customers





## Readings (2 hours)

### Required:

- Crossing the Chasm: Chapter 2-4
- Elements of Value (HBSP Coursepack)
- Case #4: Anadot (HBSP Coursepack)

### Optional:

- **AI & Diffusion of Innovations in Healthcare**  [\\_ \(https://towardsdatascience.com/the-golden-ai-glacier-rethinking-rogers-bell-curve-for-healthcare-c6280e522e12\)](https://towardsdatascience.com/the-golden-ai-glacier-rethinking-rogers-bell-curve-for-healthcare-c6280e522e12) (Deep dive into the underlying logic of the technology adoption lifecycle)

- **Business Value of AI**  (<https://www.mckinsey.com/business-functions/mckinsey-analytics/our-insights/most-of-ais-business-uses-will-be-in-two-areas>) (McKinsey Article)



## Watch (30 minutes)

- **Lecture 9.1: Whole Product Solutions & Value Networks**  (<https://youtu.be/K1c5DOAiiHs>)



(<https://youtu.be/K1c5DOAiiHs>)

(ignore the lecture numbers)

- **Lecture 9.1: Lecture Slide Deck**  
(<https://canvas.vt.edu/courses/168287/files/26483900/download?wrap=1>)  
(<https://canvas.vt.edu/courses/168287/files/26483900/download?wrap=1>)
- **Lecture 9.2: Elements of Value Propositions**  (<https://youtu.be/mhmfrSun508>)



(<https://youtu.be/mhmfrSun508>)

(ignore the lecture numbers)

- **Lecture 9.2: Lecture Slide Deck**  
(<https://canvas.vt.edu/courses/168287/files/26483907/download?wrap=1>)



## Class Activities (3 hours)

*These activities cover the material, assignments, and resources covered throughout this module and are intended to provide you with a "checklist" of activities that you will want to cover each week.*

- Read Overview of Module 5
- Complete Assigned Readings
- Watch Lecture 5.1 & 5.2 (the videos and slides list 9.1 and 9.2 but the content is correct. We re-ordered everything after these videos were recorded).
- **Quiz #5** (<https://canvas.vt.edu/courses/168287/quizzes/421338>)
- **Case Discussion #4: Anadot** ([https://canvas.vt.edu/courses/168287/discussion\\_topics/1525900](https://canvas.vt.edu/courses/168287/discussion_topics/1525900))



## Assignment (2 hours)


*These are the graded components of the Class Activities listed above.*

- **Complete Quiz #5** (<https://canvas.vt.edu/courses/168287/quizzes/421338>)
- **Complete Case Discussion #4: Anadot**  
([https://canvas.vt.edu/courses/168287/discussion\\_topics/1525900](https://canvas.vt.edu/courses/168287/discussion_topics/1525900))



## Recitation (1 hour)

*Please note that you are not required to attend the weekly Zoom meetings unless you have specific questions or would like to check-in. These optional sessions are recorded and 24-48 hours after the session is finished, the recording will be accessible under "Media Gallery (Course)" on the left hand navigation list.*

- **Click Here to go to MGT 5804 Optional Office Hours on Zoom**   
(<https://virginiatech.zoom.us/j/5993697472?pwd=SWFJOXRVR3pzbjM4cnZzNFVWUVZXZz09>)



## Optional Materials

*Please find the following optional materials for the module.*

- **Sizing the Potential Value of AI**  (<https://www.mckinsey.com/featured-insights/artificial-intelligence/notes-from-the-ai-frontier-applications-and-value-of-deep-learning>) (McKinsey Report)