The Value Proposition Canvas

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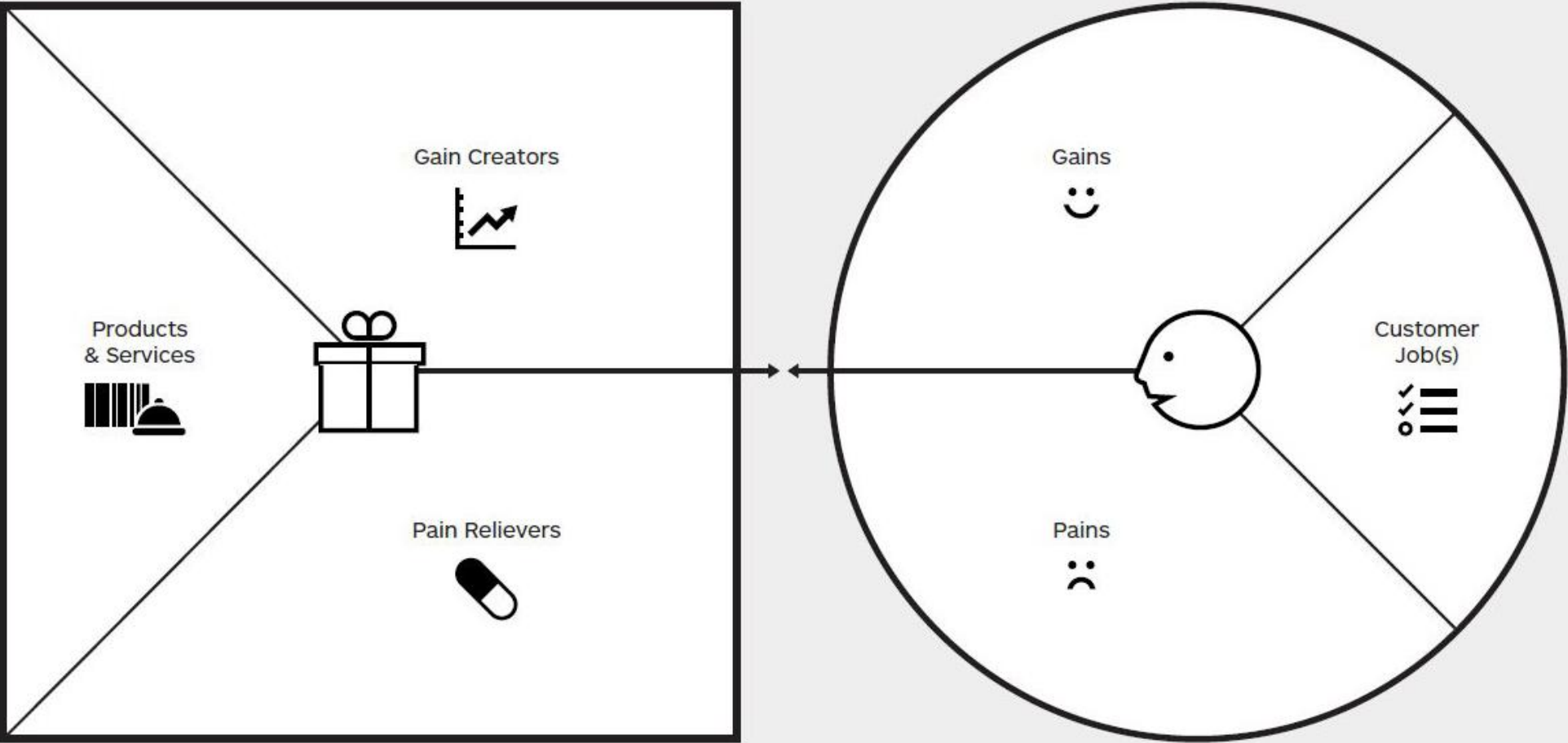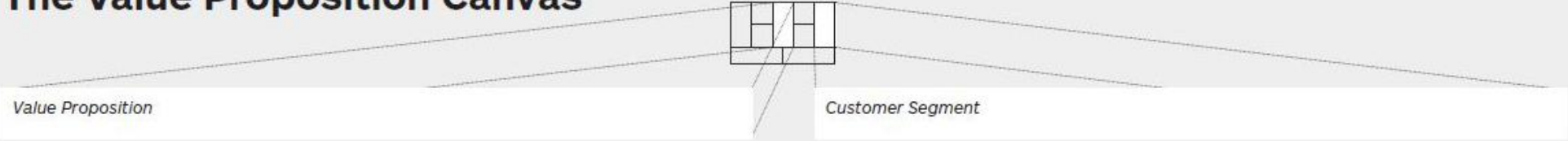
10 Characteristics of Great Value Propositions

Use this checklist to design great value propositions or assess your own:

○ **Are embedded in great business models**

○ **Focus on few pain relievers and gain creators, but do those extremely well**

○ **Focus on jobs, pains, or gains that a large number of customers have or for which a small number is willing to pay a lot of money**

○ **Align with how customers measure success**

○ **Focus on the most significant jobs, most severe pains, and most relevant gains**

○ **Differentiate from competition in a meaningful way**

○ **Address functional, emotional and social jobs all together**

○ **Outperform competition substantially on at least one dimension**

○ **Are difficult to copy**

○ **Focus on unsatisfied jobs, pains, and gains**

Social
Entrepreneurship

Key Elements of Program Design

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Reference: Effective Social Innovation: Planning Guide for Changemakers by Jyoti Sharma

4 O's

Hope is not a Plan

"*Going to the moon and returning safely took years of careful planning of every imaginable detail. No one had ever done it before and much of the science and hardware had to be developed during the effort. Every major capability necessary was tested in flight as the plan moved forward—orbital rendezvous and docking, autonomous operation of the lunar module in moon orbit, etc. The key was in the details. The takeaway is that we must wade in, learn the particulars, and come up with a real plan. Otherwise, we are effectively leaving things to chance. This requires doing our homework, not taking anything for granted, not relying on assumptions, and validating things as we move through the plan.*"

"*The Apollo astronauts had extremely thorough flight plans for landing on the moon. Landing a spacecraft, hundreds of thousands of miles away from the earth, with no chance of a rescue in the event of a catastrophic failure, was risky to say the least. The astronauts thoroughly practiced these plans and developed extreme proficiency at following them precisely. In my observation, we are often undisciplined in following our plans. It is a natural human tendency to be distracted, or fail to follow-up and hold others accountable for meeting their commitments. A plan is no better than our follow-through. Making contact with the ball—having the plan—is only the beginning. We need to swing through and make sure things happen.*"

► lessons of the Apollo era space program, John Turner, Engineering Vice President, Texas Engineering Services
https://www.linkedin.com/pulse/20141028031145-25400932--hope-is-not-a-plan-and-failure-is-not-an-option-anderson-cooper/

Objectives

- Clear objectives.

  - focused goalposts wherein each represents one component of the vision.
  - quantifiable and linear i.e. related to a single aspect of the vision.

Owners

- If objectives are the goalposts, then owners are the players who run with the ball. Owners are the set of people who take responsibility for seeing the program through. The Changemakers themselves, are the primary owners of their program – indeed it is their commitment to the change that makes them design the program in the first place. However, sustainable, transformative change happens when ownership of different elements of the change process is taken by other stakeholders. The Changemaker's challenge is to find appropriate, effective owners and motivate them enough to take the ball and run with it.

Outreach

The 3rd O refers to design & dissemination of program messages. It forms the bridge between idea and the actual change itself. It comprises of

- all activities,
- communications and
- behaviors

Mohandas Karmachand Gandhi was born into a fairly affluent, powerful family. His father was the chief minister of the princely state of Porbandar (in Gujarat, India). He was highly educated – a qualified lawyer. He had significant global exposure – not only did he study in London, but he worked for 20 years in South Africa as a lawyer. He chose to live a life of simplicity but was not born into it.

Outflow

- The final O – these are the resources the Changemaker sets aside for the project. Broadly,

- these include 3 types of resources – the **3 Ms** –

  - **Men** (People resources),

  - **Materials** (physical & intellectual resources such as funds, land, machinery, technology etc)

  - **Minutes** (time). The Changemaker needs to be skilled in managing the 3Ms such that he can optimize the ratio of his investment to achieving objectives.

4 O's

Hope is not a Plan

Gap Analysis

Compare the current situation as he sees in the Changescape analysis, with the envisioned impact. This comparison throws up the gaps that the change process needs to cover. Gaps can be of different types:

- -Need Gap   -Knowledge Gap

- -Policy Gap   -Support Gap

- For successful changemaking all these gaps need to be filled

- However, the Social Entrepreneurship need not be the vehicle of gap filling for all gaps. Other Co-drivers can fill those.
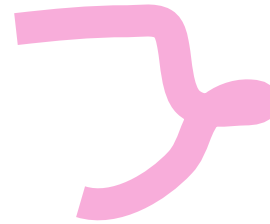
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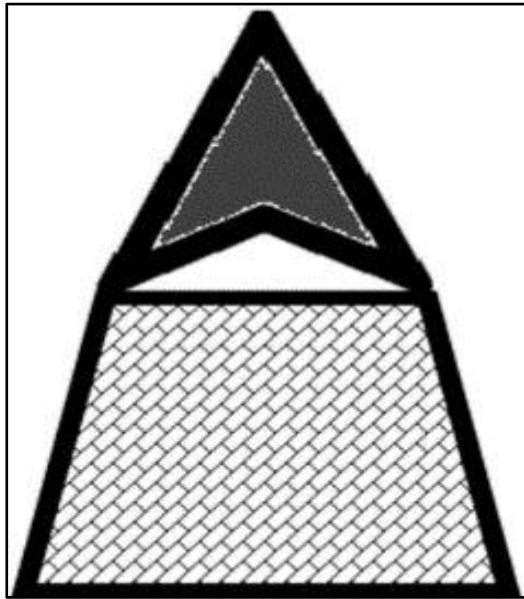
FIGURE 25 – CAPPING THE PRIORITY

► This refers to identifying the most critical, the most pressing problem faced by the community – and providing immediate relief for it. The premise here is that by providing immediate symptomatic relief – even if temporary – frees up community time and attention for engagement with the program. It also makes the community trust the changemaker. The resultant atmosphere of co-operation helps ensure program success.

Main Motivator

This tool reminds planners to identify what motivates stakeholder sets to respond to the outreach efforts of the Changemakers. The 5 whys method for root cause analysis can be used to find the Main Motivator too.

The Main Motivator will vary between stakeholders. The same response may be induced in different stakeholders with very different motivating triggers.

AIDA

► An important tool borrowed from Advertising theory, this is an acronym for

   ► Awareness,

   ► Interest,

   ► Desire and

   ► Action.

The theory says that outreach efforts must start with creating awareness, move on to making the stakeholder feel interested enough to want to explore the idea more; then create an active desire within him to make that change and finally ensure that he adopts it. T

► The outreach strategy at each stage is different.

काम के साथ अपनी सुरक्षा का भी रखें ध्यान
कोविड टीकाकरण ही है कोरोना का समाधान

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टीककरण के फायदे:
• कोरोना होने का खतरा कम होता है
• अस्पताल जाने की स्थिति नहीं आती
• शरीर कोरोना से बेहतर लड़ पाता है

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कोरोना से जंग अभी जारी है।
बूस्टर शॉट लग जाए,
तब समझो पूरी तुम्हारी तैयारी है।

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दूसरा टीका लगवाने के ९ महीने बाद बूस्टर शॉट लगवाना ज़रूरी है,
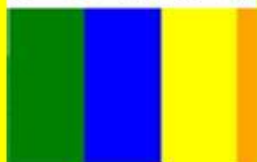इसलिए अपने नज़दीकी टीकाकरण केंद्र पर जाकर बूस्टर शॉट लगवाना न भूलें।

कोविड के पहले और दूसरे टीके
की यारी पड़ेगी कोरोना पर भारी

IOM UN MIGRATION

टीकाकरण केंद्र या आशा दीदी से अपने दूसरे
टीके का समय पता करें और टीका लगवाएं

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जल्द ही वैक्सीन लगवाएं

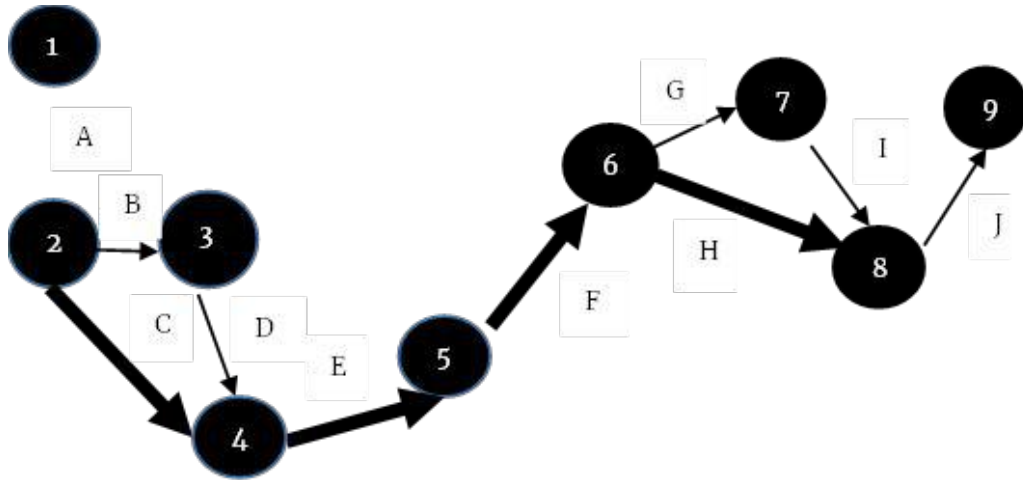**COVID वैक्सिनेशन कैम्प**

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टीका लगाओ जान बचाओ

CPERT

FIGURE 1 – NETWORK OF ACTIVITIES

➤ An established methodology in Engineering theory, Program Evaluation and Review Technique (PERT) helps engineers plan production flows so that resources use is optimized, and production is efficient. It involves breaking the production process into distinct activities. The average time taken is calculated and the precedence relationship established for each activity. With this information, the optimum sequence of activities is planned. The same process can be adopted for planning activities that form part of a program. This is called Community PERT (CPERT).

Seeding and Cross Over Hooks for Scaling up and for sustainability

- **Seeding–** *'Seeding' is the act of sharing the idea, or its variants, with a large number of diverse people, so as to create spokespersons for the issue reaching multiple stakeholder sets.* By planting our idea in the minds of people who have the power to influence, we create a multiplier effect for the changemaking process. Seeding can be done to scale up our idea or to ensure its sustainability. As the book 'Tipping Point' explains, a 'sticky' message promoted by Mavens, Connectors and Salesmen can make an idea go viral. 'Mavens' are people who are regarded as experts, Connectors are those who have wide networks and Salesmen are vocal and visible carriers of the change message.

- **Cross-over hooks –** A part of the 'Seeding' activity, Cross-Over hooks are elements built into changemaking programs that help the program move from one stage of growth to the next. They are embedded as a program element or a sustained impact in a stakeholder set that has a strong incentive to take ownership of spreading the program beyond its program plan level.