**Format:** Work with your pod-mates, in-class

**Points:** 10 points possible

**Please write the names of the pod members present in class today:**

**Instructions**

1. **Read:** Each group will receive a printed copy of the *Oregon Flower Farm Business Plan* (Word document).
2. **Identify:** Working together, locate and highlight or circle the sentences or phrases that describe:
   * The **problem** or gap the business addresses
   * The **products/services** offered
   * The **target customers**
   * The **value or benefit** customers receive
3. **Analyze:** Using the *Value Proposition Canvas* framework, complete the table on page 3 to the best of your ability.
4. **Synthesize:** In one sentence, write Oregon Flower Farm’s **value proposition**, starting with:

**Oregon Flower Farm…**

|  |  |  |
| --- | --- | --- |
| **helps** | [customer segment] |  |
| **who** | [job or pain] |  |
| **by providing** | [product/service] |  |
| **that** | [gain created or pain relieved] |  |

1. **Submit:** Each group submits this document and answers the following questions.
   * What customer needs are most important in this plan?
   * How clearly is the value proposition communicated?
   * Could it be refined for better market fit?

**Submission Guidelines:**

1. One submission per pod.
2. Turn in your submission at the end of class.
3. Sign the Thank You card for your mentor.

| **Category** | **Example from the Plan** | **Your Interpretation** |
| --- | --- | --- |
| Customer Jobs |  |  |
| Pains |  |  |
| Gains |  |  |
| Product/Service |  |  |
| Pain Relievers |  |  |
| Gain Creators |  |  |