

# Lab 2Market

Validate Foundations, Day Two

Value: articulation, demonstration, appreciation

November 2025

# Today



Value Propositions

Innovation

Storytelling

2

What is our value  
proposition?



## VALUE PROPOSITION STATEMENT

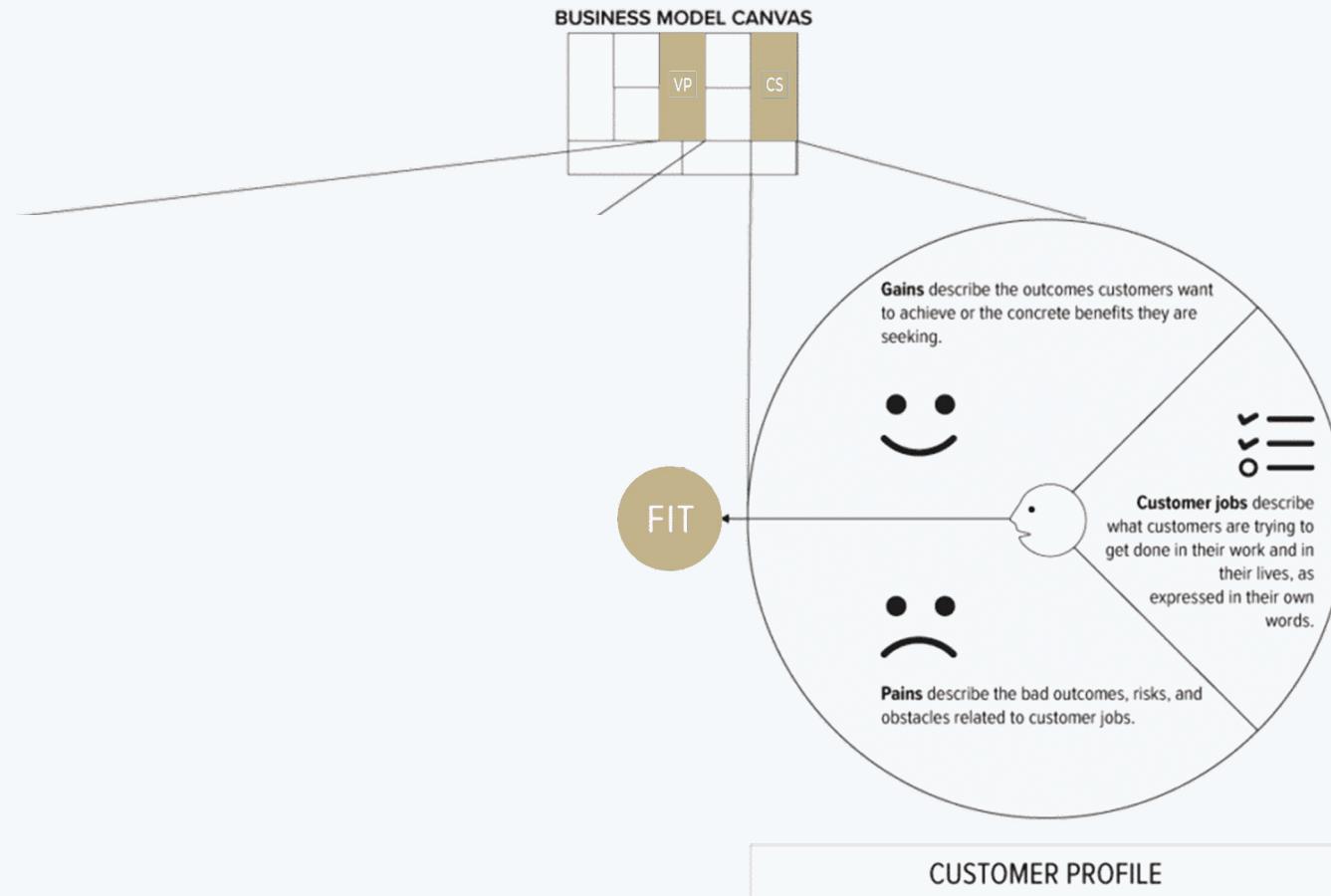
A clear statement about the outcomes that an individual or an organization can realize from using your product, service or solution.



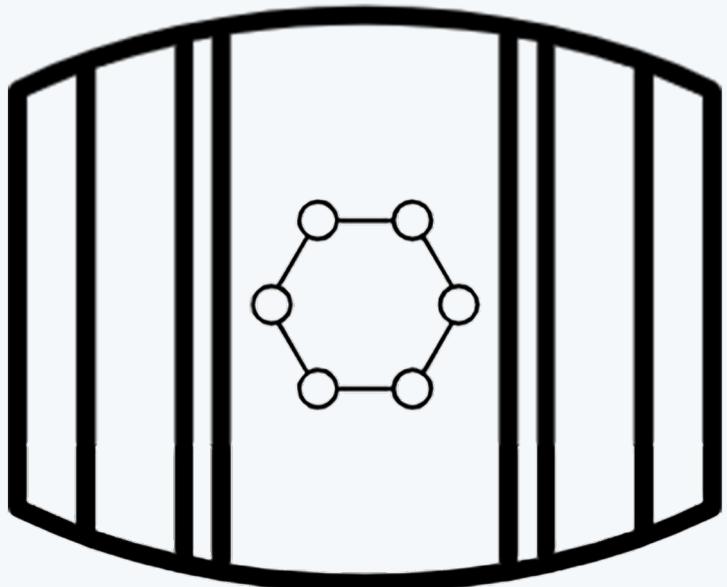
## LEAH'S VALUE PROPOSITION FORMULA

We do X (*the very specific thing you deliver*) for Y (*the very specific customer who values this*) so they can Z (*the positive outcome impossible without you*), AND ULITMATELY A (*the real, downstream value to them*)

# VALUE PROPOSITION CANVAS



# BioVino Inc.



*BioVino Inc. offers a novel antibacterial wood coating for protecting wine barrels against penetration from micro-organisms that lead to wine spoilage.*

**Customer Segment: Winemakers that use wood barrels during maturation process.**

# CUSTOMER JOB

Describe what customers are trying to get done in their work and in their lives, as expressed in their own words.

Clayton Christensen, Jobs Theory / “What is the job to be done?”



# STAKEHOLDER PROFILE



**Stakeholder Name:** Aleksandar Kolundzic

**Organization:** Pillitteri Winery

**Job Title/Position:** Wine Maker

**Years of experience in current position:** 11

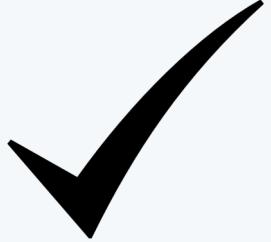
**Interview Status:** Completed.

# STAKEHOLDER PROFILE



Customer Job Hypothesis:

Make award winning quality wines  
at affordable prices.



## 2. NEEDS OR WANTS

Customers who have a common set of needs and wants.

**Gains** - Describe the outcomes customer want to achieve or the concrete benefits they are seeking.

**Pains** - Describe the bad outcomes, risks, and obstacles related to the customer job.



## 2. NEEDS OR WANTS

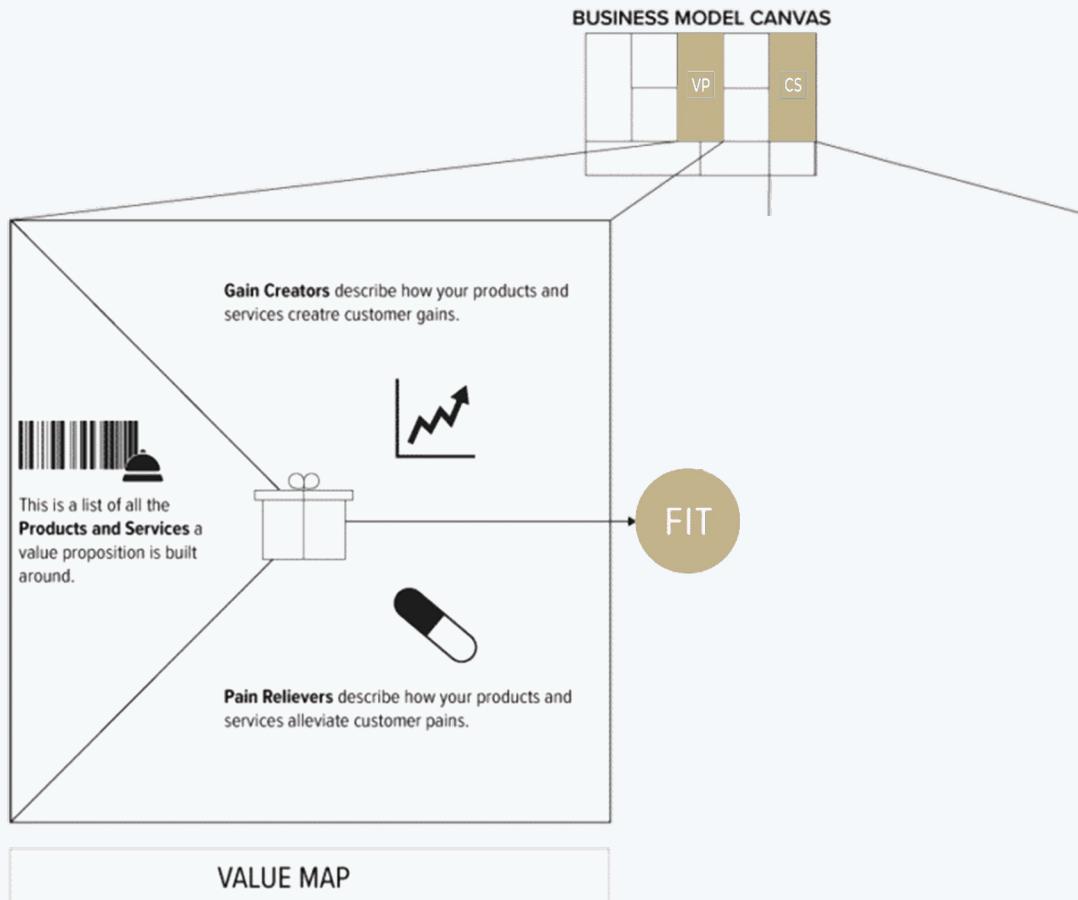
Customers who have a common set of needs and wants.

**Gains** - Loves using oak barrels because it reduces bitterness in the wine and gives it a fantastic colour.

**Pains** - Oak barrels are difficult to sanitise. As a result cross contamination of wines and spoilage are a major concern.



# VALUE PROPOSITION CANVAS



## 2. NEEDS OR WANTS

Customers who have a common set of needs and wants.

**Gains Creators** - Allow wine makers to use oak barrels & increase their longevity.

**Pains Relievers** - Coating protects against microorganism penetration reducing the chance of spoilage by 90%.



2

What is innovation?

Successful  
exploitation of  
new ideas





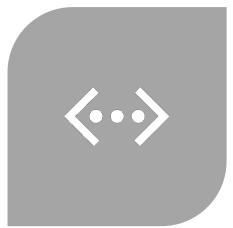
What drives new  
ideas to become  
successfully  
exploited?

**STEEPL**

# STEEP analysis



SOCIAL



TECHNOLOGY



ECONOMIC



ENVIRONMENT



POLITICAL

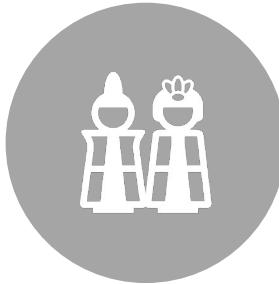


LEGAL

# Social



How is Society changing?



How are families changing



Social practices



Acceptance of technology

# Technology



Internet/ Internet of  
Things



Mobile phones



Credit cards



5G



Batteries/  
Reusable/ Green  
energy

# Economic

Recession v Growth

Unemployment v Activity

Open v Closed

# Environment



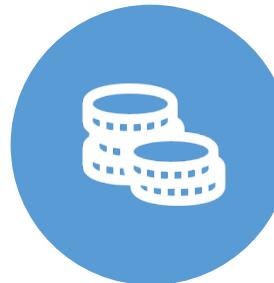
Carbon



Energy solutions



Waste



Pricing of externalities

# Political



CONFLICT



BANKING



UTILITIES



TAXES

# Legal



INNOVATION  
FRIENDLY



MANDATORY V  
DISCRETIONARY



DEFINITIONS



PATENTS



MONOPOLIES/  
COMPETITION LAW



What will drive  
adoption of  
your idea?

## Why do people resist innovation?

---

Emotion.

---

Effort.

---

Inertia.

---

Reactance

# Emotion



The unintended negative emotions created by the very change we seek.



What impact does your innovation have on the identity of potential clients?



Do you understand the why behind the status quo?

# Overcoming emotion

---

The why?

---

Trial.

---

Get out of jail cards.

---

Observe and understand.

---

Bring the outside in.

# Effort

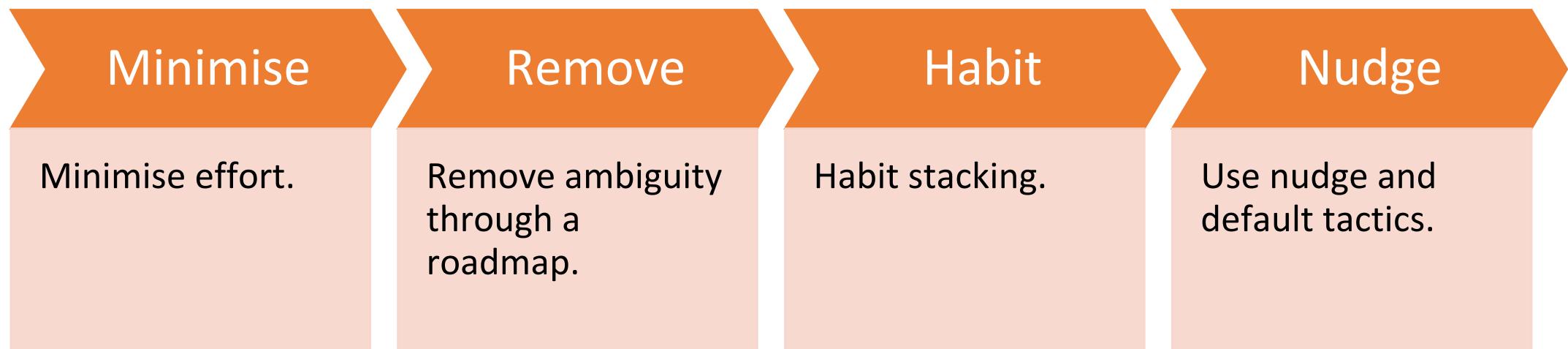


THE ENERGY REAL AND PERCEIVED  
NEEDED TO MAKE CHANGE HAPPEN.



THE LAW OF LEAST EFFORT.

# Overcoming effort



# Inertia:

## New ideas advance one funeral at a time



The powerful desire to stick with what we know, despite the limitations.



Exposure effect is very powerful.

# Overcoming inertia

---

Acclimation.

---

Repetition.

---

Start small.

---

Find a familiar face.

---

Make it prototypical.

## Reactance

---

Freedom.

---

Logic doesn't work. New evidence will be found.

---

Architecture of choice.

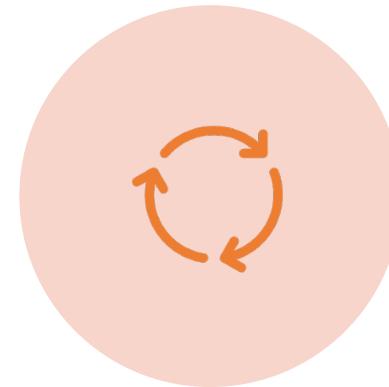
# Overcoming Reactance



SELF PERSUASION.



DEEP CANVASSING.



PARTICIPATION AND  
CO-DESIGN.

Lab  
2Market  
Discover



# Storytelling

A blurred background image of a laboratory setting. In the foreground, a clear plastic pipette is shown in mid-air, having just dispensed a small amount of red liquid into one of the wells of a white, rectangular multi-well plate. The rest of the plate is empty and visible below the dispensed drop.

# Storytelling for Researchers:

Because it matters

Why tell stories?

---

Engage

---

Enthuse

---

Persuade

---

Gain commitment

# Who is your Audience?

- What are their values?
- What are their aspirations?
- Why are they here?
- What's the context?
- How much do they already know?



# Great Storytelling

- 4S Framework
- Structures for storytelling
- Applying it to proposals and pitches



## 4S Framework

---

Solo

---

Sapient

---

Simple

---

Sensory

---

# Characters



HERO



SHADOW



LIGHT

## A worthy goal will



Excite others



Get them invested in you



Enable you to get resources

# Structures

3 Act

Disney / Pixar

Hero's Journey

## 3 Acts

Set the  
scene

Drama  
time

Growth

Disney



L2M

## The structure

---

Once Upon a time

---

Everyday

---

Until one day

---

Because of that

---

Because of that

---

.....They all lived happily ever after

# P X A R



# Pixar Formula

---

Inciting Incident

---

Resolve

---

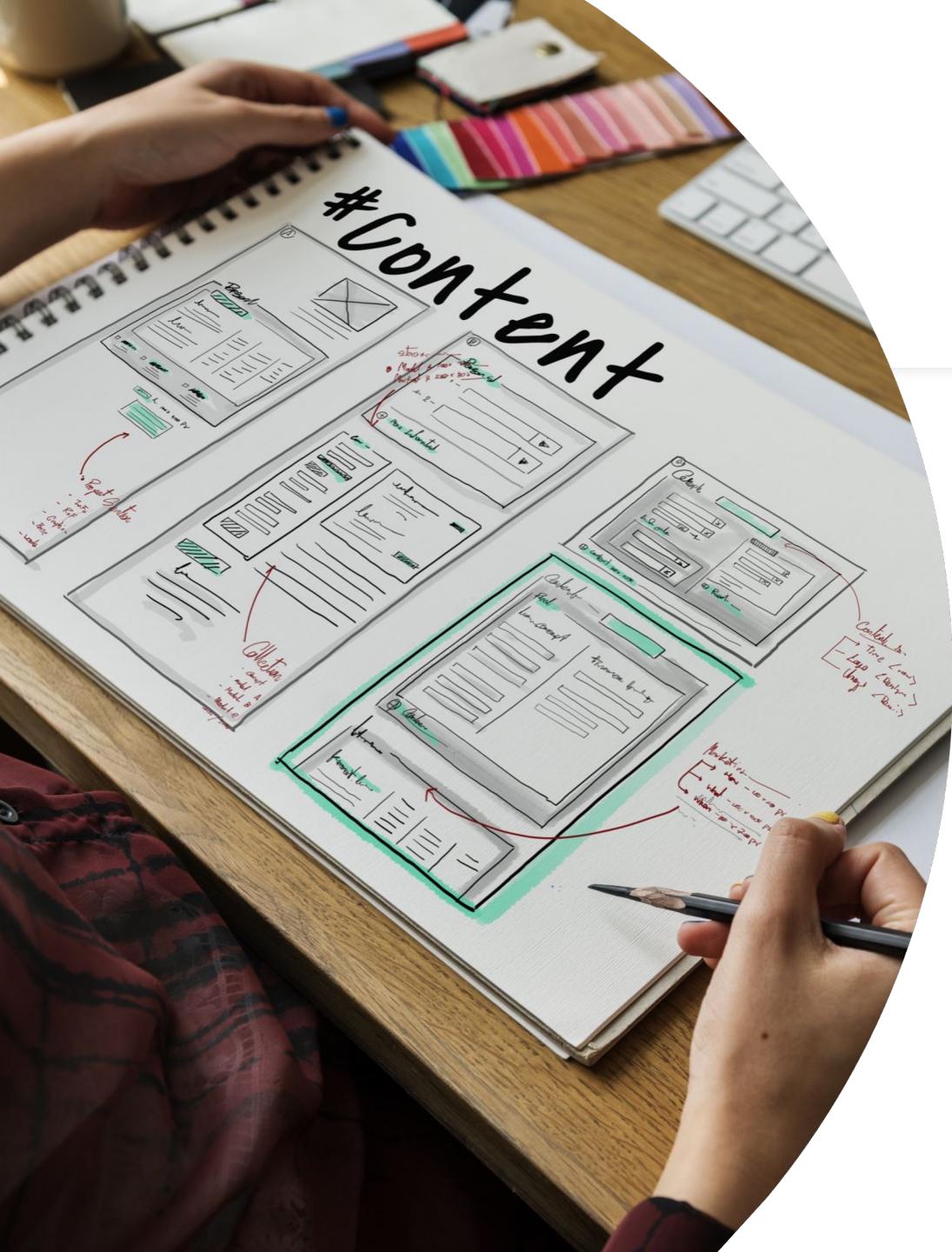
Abandonment

---

Resolve found again

---

Resolution



# Hero's Journey

1. Set the scene
2. Hit a struggle
3. Try to resolve
4. Suffer setback/Sacrifice
5. Return home changed
6. Inspire others with change

# Which format works for you? For others?



What do they hear?



What do they do?



How do they feel?

# How does your research...

- Make the world a better place?
- Lead to something self sustaining?
- Expand our knowledge?
- Create new opportunities?





**What was the most  
important thing you  
took from today?**

# Lab 2Market

Friday: Business Model Canvas!