

Startup 101

Welcome to Session 4



Energizer

Objectives of today

- Quick recap of past sessions
- Analysing Ideas/solutions
- Unique Value Proposition (UVP)
- Assignment

Recap Previous Sessions

1. The basics of a business ideas
2. Criteria for a good business idea
3. Criteria for a good problem
4. Business Model

Lets analyse the solutions you had from previous Assignment

What is the specific problem/need :

What is your solution/idea :

Can the solution grow :

Do you have a founder-market fit :

What is your unique insight/unfair advantage :

What is your Unique value proposition :

More on Evaluating a Startup idea

Watch y-combinator video: <https://youtu.be/DOtCI5PU8FO>

Unique value proposition

What value can you bring to your customers that none of your competitors or alternative solutions can?

Your solution should offer value in one, two or all of these areas

1. Cost less / increases profit
2. Save time
3. Be Better in quality (experience, processes etc)

Unique value proposition

We will give a deeper dive into UVP like how to quantify and communicate the value to our customers in later sessions.

For now, the most important bit is to clearly understand the very **specific value(s)** you offer to what **customer(s)**

What's the UVP of Bolt?

The Bolt logo is displayed in a green, bold, sans-serif font. The letter 'o' is stylized with a dot below it, resembling a lowercase 'a' or a drop.

Unique Value Propositions (riders)

Bolt offers a better way to get a ride anywhere and anytime while charging you **30% less** than normal rides

Bolt is **better** than traditional taxis, bajajis and bodas because

- The ride comes to exactly where you are
- You don't have to negotiate for the price
- It's cheaper than traditional options
- It's safe In a number of ways:-
 - i. The map shows you the route to your destination and the time it takes to get there.
 - ii. It has the name and photo of the driver
 - iii. It has the plate number of the vehicle

What's the UVP of Piki?



Unique Value Propositions (customers)

Piki offers a **convenient** online ordering of food and groceries to their target customers from restaurants, supermarkets and shops around them.

Piki is Convenient because

- It saves time because you can easily order food or groceries online.
- It has a wide selection of restaurants, shops and supermarkets that customers can opt to order from.
- It offers delivery service without the hustle to negotiate with delivery people

Assignment 3

Prepare a pitch (elevator pitch) that you will present in the next session that covers

1. A specific problem (include the specific target group that faces the problem(customer))
2. Your solution
3. Your unique value proposition
4. How do you plan to earn money

This should be an idea you are excited about and could potentially turn into a business.

Example

Street fruits & veggies vendors in Dar es Salaam loose 60% of produce which is approximately 45kgs of fruits and veggies per week to decay due to high heat.

We have created a portable solar powered refrigerator that holds 90kgs of fruits and veggies and extends the life of their produce for up to three weeks

Our solution reduces the loss of produce by 98% and saves vendors the time and transport costs to make frequent trips to the main market thus increase vendors profit to tshs 160k per week from tshs 90k they used to make without our solution

We sell the refrigerators at 200k each and charge for maintenance and repairs.