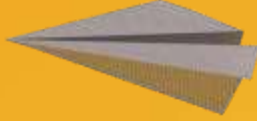




NextGen Ignite

The brand-new transformational journey
for guiding a new generation of
entrepreneurs

Creating a Compelling Value
Proposition



By the end of the week, you will be :

- Identify the market type for your venture
- Segment your customers and identify a niche market
- Create your customer persona

Steps:

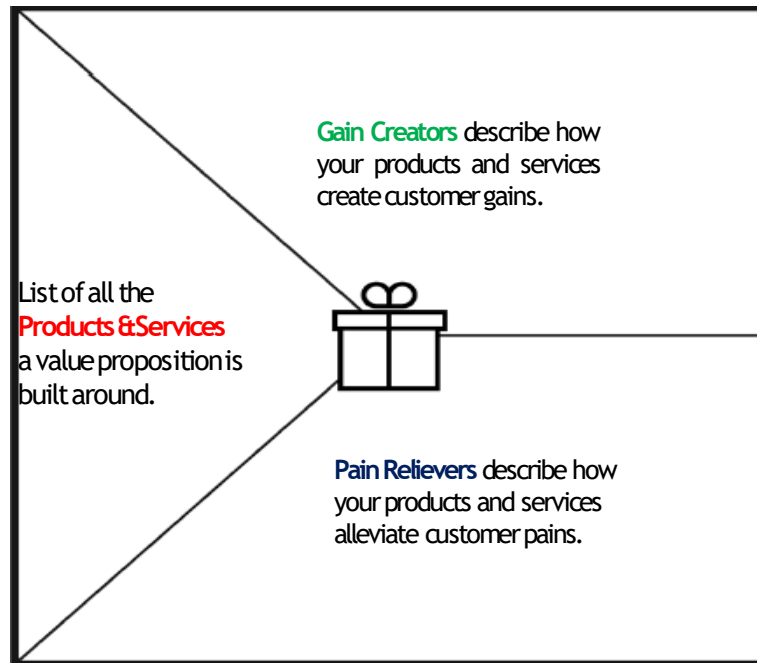
1. Brainstorming
 2. Create a Value Proposition
 3. Sustainable Differentiation
-

Value Proposition Canvas



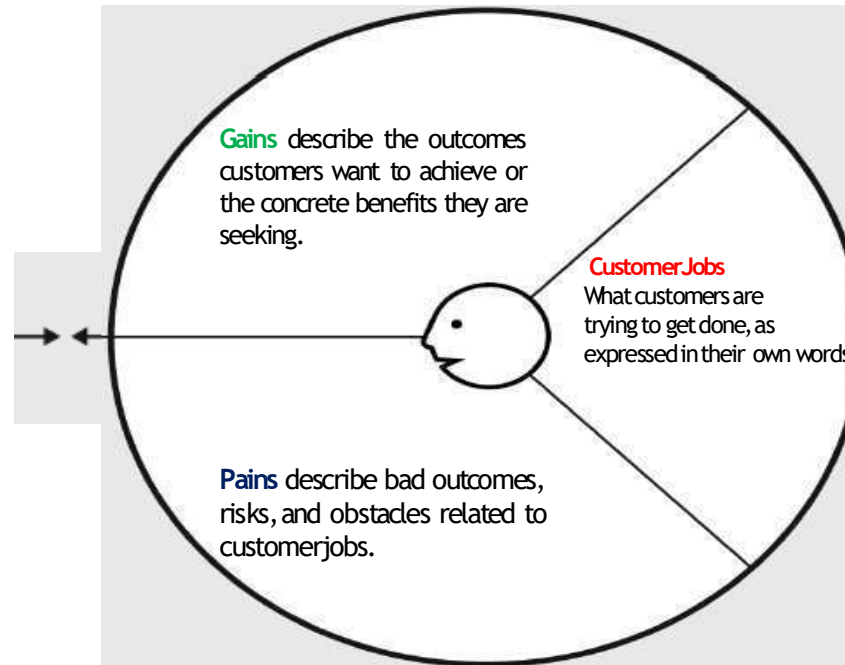
ValueMap

Describes the features of specific value proposition in your business model in a structured and detailed way.



CustomerProfile

Describes a specific customer segment in your business in a structured and detailed way.



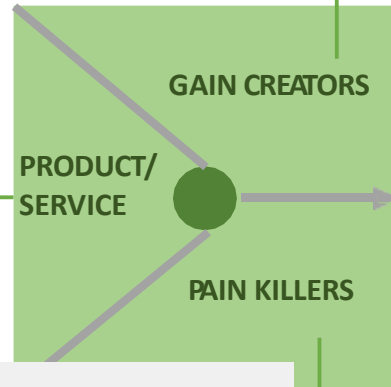
Value Proposition Canvas - Healthy Moms



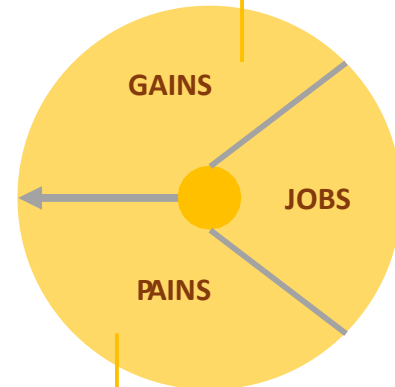
Gain Creators:

Value proposition:

Pain killers:



I would LOVE it if:



I would WANT:

I would HATE it if:



Crafting your Value Statement



Customer Value Statement

Customer Value Statement – Suggested Template

For [customer] who has [wants, needs, opportunities], the [product name], is a [product category] that [compelling reason for the customer to buy/key benefit for the customer].

What is your Unique Value Proposition?

What competitive advantages will you build to keep the promise of your Unique Value Proposition?

How will you defend your competitive advantage?



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