



# **SNS COLLEGE OF ENGINEERING**

**Kurumbapalayam (Po), Coimbatore - 641 107**

**An Autonomous Institution**

**Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade**

**Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**



## **DEPARTMENT OF CSE-IoT**

**COURSE NAME : 23GEB101 - Design Thinking & Innovation**

**I YEAR /I SEMESTER**

**Unit 5 - VALUE PROPOSITION DESIGN**

**Topic 1: Business Vs Start-up**



# VALUE PROPOSITION

- ▶ A **value proposition** is a simple statement that summarizes why a customer would choose your product or service.
- ▶ A great **value proposition** may highlight what makes our design/product different from competitors, but it should always focus on how customers define the **value**.



# START UP VALUE PROPOSITION

- ▶ **Startup value proposition** is what will define the business and distinguish from our competitors.
- ▶ Writing a **value proposition** model is a great way to visualize, design, and test how we can create **value** for customers.
- ▶ If fail to excite our customers, they're not going to buy our product or service.



## BASIC PRINCIPLES OF START UP VALUE PROPOSITION

### Basic Principles:

- ▶ Important to your customer and solve a problem or address a need
- ▶ Unique and hard to copy by other businesses
- ▶ Strong enough to create a buzz and begin word of mouth referrals
- ▶ Short and sweet so your customer can read and understand it in seconds

Basically, your value proposition should quickly and clearly outline what your customer will get if they purchase your product or service, and why it's different from your competitors.

***“In a startup, the founders define the product vision and then use customer discovery to find customers and a market for that vision.”***



# UBER VALUE PROPOSITION – KEY ELEMENTS

The key elements of the Uber startup value proposition:

- ▶ One tap and a car comes directly to you
- ▶ Your driver knows exactly where to go
- ▶ Payment is completely seamless
- ▶ No reservations are required



# HOW TO WRITE A VALUE PROPOSITION

- ▶ Identify all the benefits the product offers.
- ▶ Describe what makes these benefits valuable.
- ▶ Identify your customer's main problem.
- ▶ Connect this value to the buyer's problem.
- ▶ Differentiate yourself as the preferred provider of this value.



## CONTD...

- ▶ Step 1: What's great about you?
- ▶ Step 2: What do others have to offer?
- ▶ Step 3: Who do you want to attract and what are they looking for?
- ▶ Step 4: Why should they choose you
- ▶ Step 5: Create your startup value proposition using this template



# VALUE PROPOSITION TEMPLATE

Value proposition template to create an outline for further refinement:

1. For **[our customer]**
2. who **[has this problem]**
3. our **[product]**
4. provides **[a summary of the solution]**.
5. With **[our brand]** you **[list your main USPs]**.





## EXAMPLE : WITH UBER

1. For **young, tech-savvy, taxi users**
2. who are looking for a **cheaper, more convenient solution**
3. our **ride-sharing app**
4. provides **fast, reliable rides in minutes.**
5. With **Uber**, you **just tap the app and a car comes directly to you without needing to pre-book, and it's easy to pay with seamless payments through our app.**



## THE UBER VALUE PROPOSITION

*“For taxi users who are looking for a cheaper, more convenient solution our ride-sharing app provides fast, reliable rides in minutes. With Uber, you just tap the app and a car comes directly to you without needing to pre-book, and it’s easy to pay with seamless payment through our app.”*



**RECAP**

**QUESTIONS???**

**THANK YOU**

