Inside Out

- Skills and expertise
- Problem solving
- Empathy
- Good communication
- Collaboration
- Dealing with limited information
- Team player
Outside In

- Market trends
- Changes in technology
- Friends and family
- Things that annoy you
- Social trends
- Scientific progress
- Political trends
The Innovators DNA

**OUTSIDE IN**
- Market trends
- Changes in technology
- Friends and family
- Social trends
- Scientific progress
- Political trends
- Things that annoy you

**INSIDE OUT**
- Problem solving
- Empathy
- Good communication
- Collaboration
- Dealing with limited information
- Teamplayer: Skills and expertise

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The Innovators DNA

INSIDE OUT: Personal creativity
- Problem solving
- Empathy
- Good communication
- Collaboration
- Dealing with limited information
- Teamplayer: Skills and expertise

OUTSIDE IN: HIGHER CREATIVITY
- Market trends
- Changes in technology
- Friends and family
- Social trends
- Scientific progress
- Political trends
- Things that annoy you;

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Three stages

- Discovery
- Planning and pursue
- Launch and grow
Design Thinking

- Observe - HEAR
- Insight development - CREATE
- Customer empathy and profiling
- Ideation
- Build a prototype
- Capability assessment/business model
Crafting a Value Proposition

Where your product or service offering interacts with your customer’s needs.

The magic fit between what you make and offer and why people want to buy it

Used well it can be very persuasive
Value proposition canvas

Initial triangle of analysis – the what and the why

Not enough to identify who your customers are. Need to know their daily habits. Their needs, goals and ambitions

Need to know the most important features of your product and service and why they are valued
Customer jobs

What kind of activities relate to your product and service? Activities your potential customer may carry out on a daily/weekly/monthly basis.

For example: weekly grocery shop
Customer Pains

Problems, hurdles, undesired situations or things they may have had to adapt.

For example: time it takes to prepare for and carry out weekly grocery shop

Pain they didn’t know they had - iPod
Customer Gains

What benefits your customers will gain if they use your products and services when doing the activities/customer jobs.

For example: using your app, which generates a weekly shopping list that reduces the time involved in the activity.
Value Proposition: Products and Services

What you supply to help your customer carry out their jobs/activities with less pain and more gain

Key features
Value Proposition: Pain relievers

How are you helping them with the pain

For example – app generated shopping list that saves time and money
Value Proposition : Gain creators

What do they gain – save time/money

You are moving towards a product or service fit with the market. The what you do fits with the why you do it.

Potential for impact/revenue so then look to the how
Crafting your value proposition

Not a substitute for a brand but a powerful messaging tool

Key part of your business model foundations.

Gets you to Minimum Viable Clarity
Testing your MVC

Building experiments – suggestion you do this before you commit too much to the how or left hand side of the canvas

Build – measure- learn