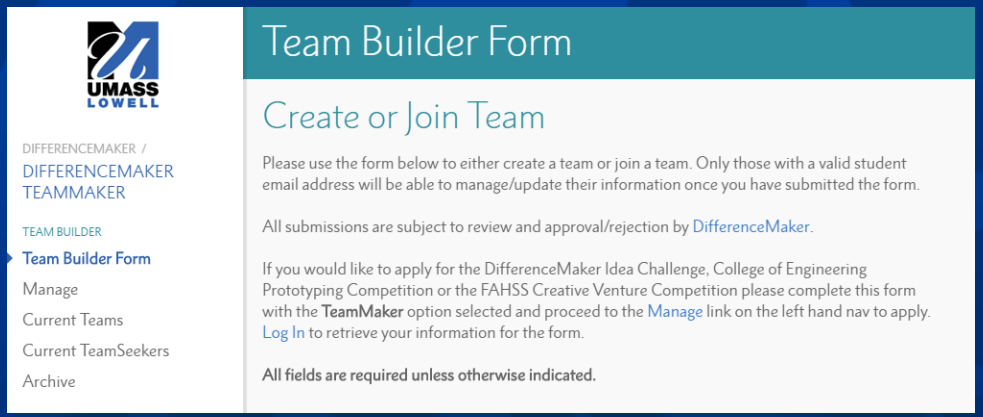
Workshop 2:
Assessing Opportunities & Value Proposition

February 21

DifferenceMaker Program

Intros and Reminders

- **Idea Plan Due March 4**
  - **Log on to TeamMaker, go to the Manage link, and complete your Idea Plan!**
  - **Need help? Come to DifferenceMaker Central!**



- **Guest Speakers:**
  - **Brent Shell, Health Sciences**
  - **Neil Shortland, FAHSS**
  - **Mike Nourai, Science**

UMASS LOWELL
DifferenceMaker
CENTRAL
EXPLORE PROBLEMS
CREATE SOLUTIONS
MAKE A DIFFERENCE

Agenda

- Last workshop recap: Problem Identification
- Activity: Problem Pitch
- Assessing Opportunities
- Activity: Identify your competitors
- Value Proposition
- Activity: Value Proposition Pitch
- Wrap-up

Last Workshop Recap: Problem Identification

- What is the problem you wish to solve?
- Who is affected by the problem?
- How significant is this problem?
- Why is it important to solve this problem?
- What don't you know about this problem?
- Gather data and research
  - Talk to **15+ people** who are affected by your problem
  - Library database search
- Fill out the *DifferenceMaker Toolkit Problem Worksheet*

Share Your Findings: Problem Identification

Rocket pitch

- In 1 Minute
- 1 person/team
- 1 sentence/point
- Introduction: Your name, your team and project name

Talking points:

- What is the **problem** your solution will solve?
- Who do you think is affected by your **problem**?
- How will your solution solve the **problem**?

Assessing Opportunities

What is the difference between an Idea and an Opportunity?

- Idea
  - Dime a dozen
  - Exists in your head
  - Unrealized, Untested

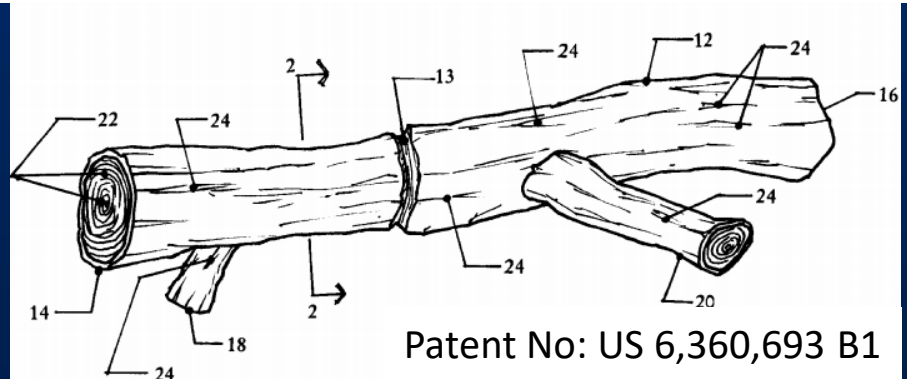
Everything should taste like pickles

- Opportunity
  - A set of circumstances that creates a need for a new product, service, or business—makes it possible to do something
  - Discovering a problem, talking to customers about it, doing research on it, etc.

Assessing Opportunities

- **Opportunity Gap** – identifying a missing piece, a need, and a new way to address the gap.
  - New product, new way of doing something, etc.
  - Not driven by a desire to make and sell.
  - Driven by **your ability to fulfill a market need** (pain) and the markets interest in your solution – A two-way street

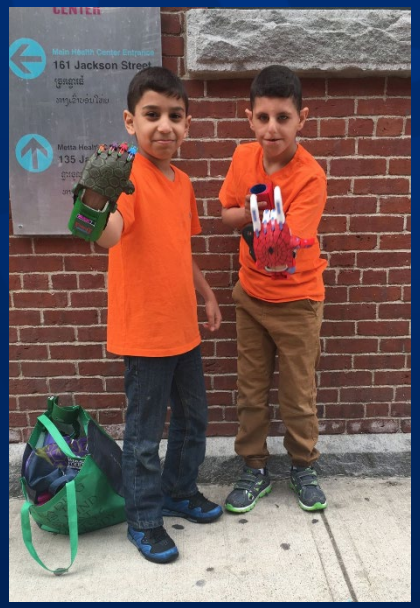
"An apparatus for use as a toy by an animal, for example a dog, to either fetch or carry or chew…"



Patent No: US 6,360,693 B1

Assessing Opportunities
Potential Users

- Numbers, Numbers, who has numbers?
- How many people are affected by the problem?
- What are their ages? Gender? Income? Profession?
- Where do they live? Work?
- What is their education level?



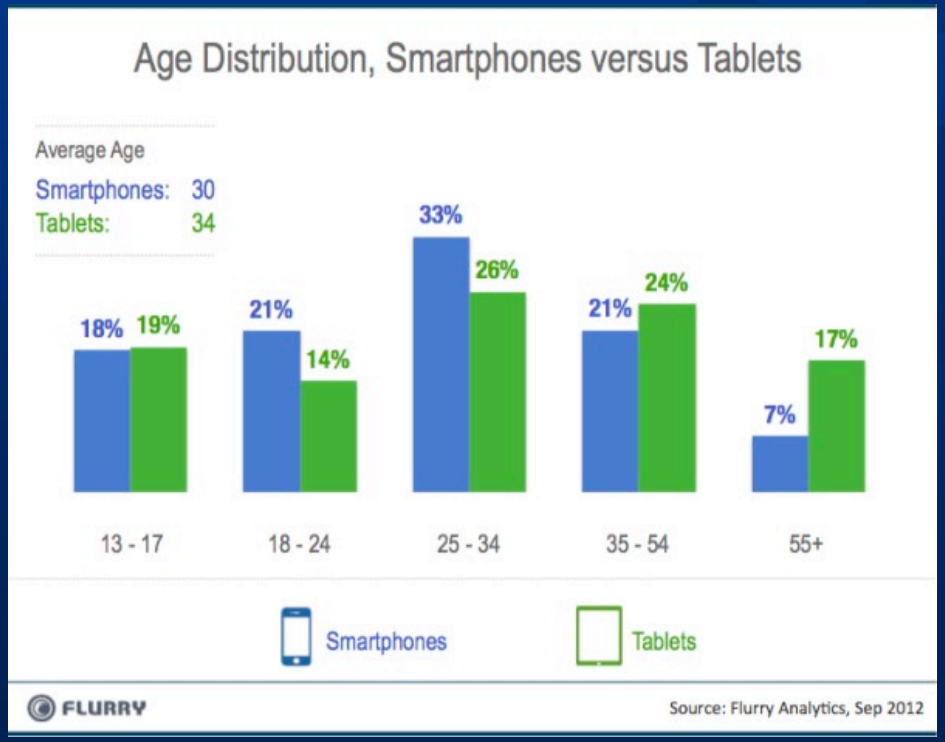
Two local recipients with prosthetics from eNABLE Lowell

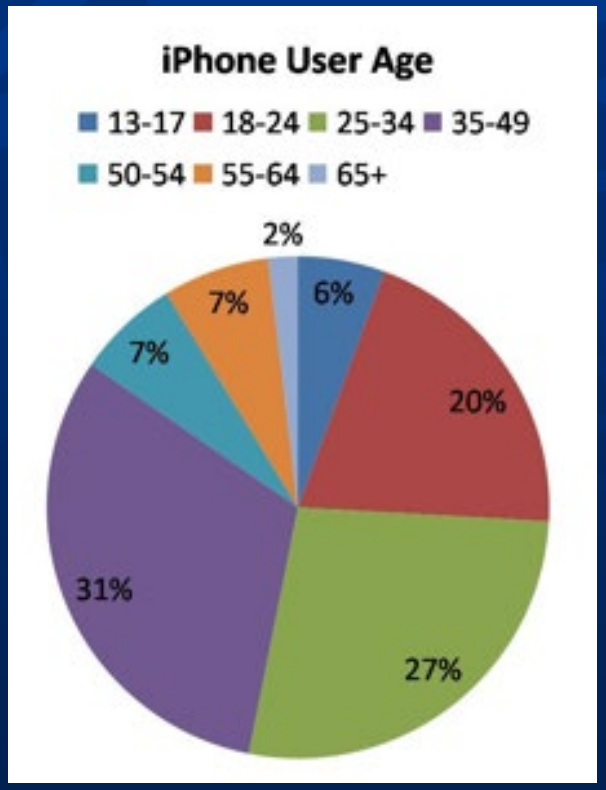
Assessing Opportunities
Potential Users

- Numbers are helpful in order to estimate the size of the opportunity-Credibility
  - Data
- Helps you to assess the scale of your idea
  - How big is it?? How big can it become??
- Also helps to determine first customers or users

Assessing Opportunities – Potential Users

- Numbers are best organized and reviewed in tables and graphs
- Easy to see, analyze, and show to others (judges)





Assessing Opportunities - PlaytList Example

The Problem

- People who have dietary needs struggle with trying to locate suitable restaurants
- Trouble with having adequate resources
- Time inefficiency
- Lack of customer focus/left out people groups

Target Audience

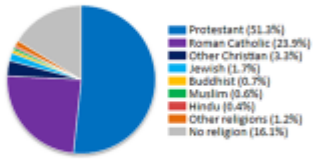
- Diabetics, Vegans, Vegetarians, Gluten free, Jews (Kosher), Muslims (Halal), and Pescatrians

PlaytList

An app for people with dietary restrictions to find restaurants that suite their needs

The Opportunity

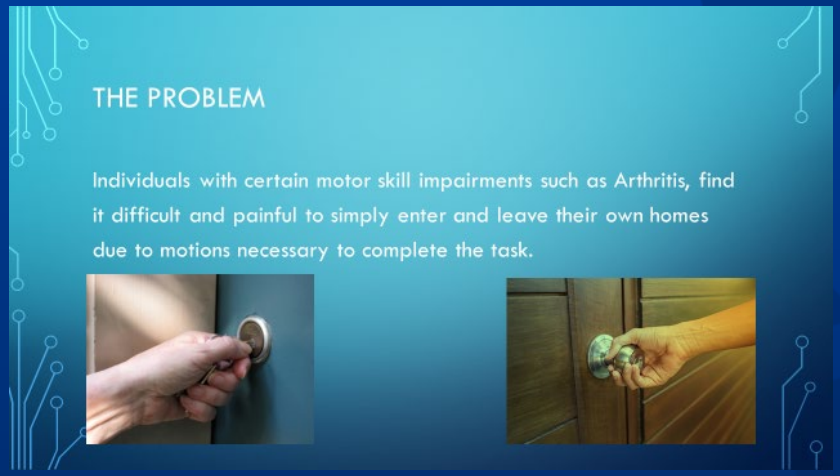
- 30 million Americans have diabetes
- 3 million Americans are affected by Celiac Disease (gluten free)
- 530,000 Americans are Orthodox Jews (Kosher)
- 3.3 million Americans are Muslim (Follow Halal)
- 7.3 million American adults are vegetarian



National Diabetes Statistics Report, 2017
Estimates of Diabetes and Its Burden in the United States

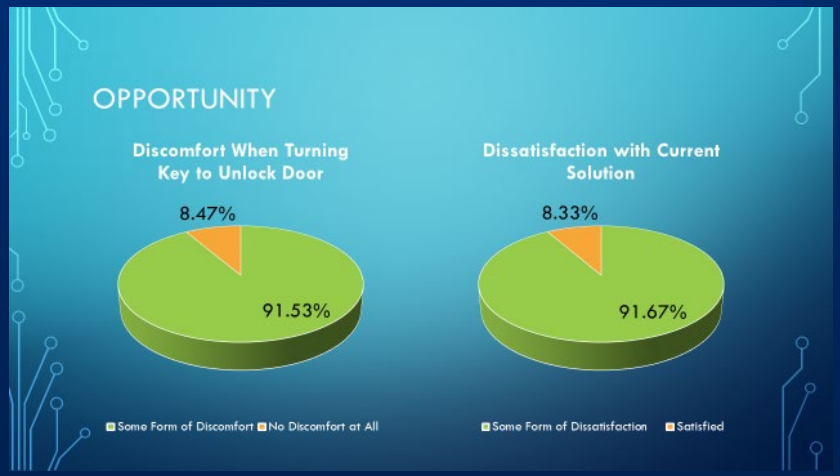
30.3 million people have diabetes
(9.4% of the U.S. population)

Assessing Opportunities
ETRALock Example



ETRALock

A device that could be attached to any door in order to help people easily and safely access their home key-free



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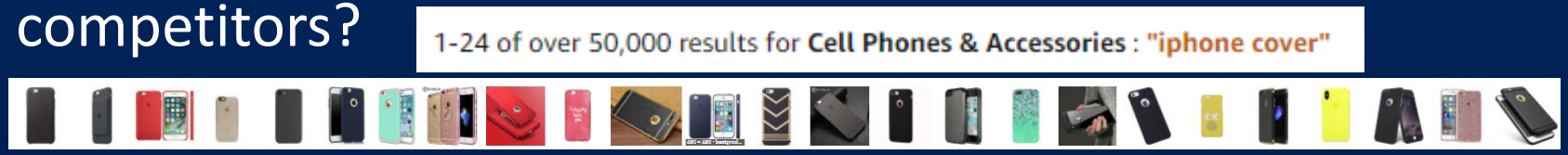
Assessing Opportunities Competition

- Who is doing something similar?
- How is the problem currently being addressed?
- Who is currently addressing this problem? How big is their market share? Research!
- How effective is the current solution? Is there a Gap? Can you fill it? (Pain)
- How can current solutions be improved upon or changed?
- How is your solution different than your competitors?



Assessing Opportunities
Happy Heart Cart Example

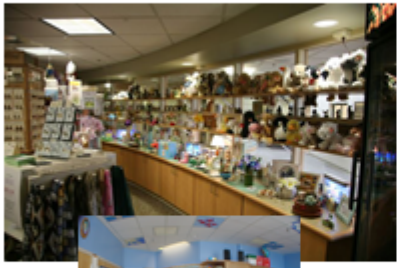
The Problem

- Hospitalized loved ones
- Lack of integrative, stimulating therapy
- Increased risk of depression

Happy Heart Cart

Activity carts that provide therapeutic practices to improve patient stays in hospitals

The Opportunity



- 80 hospitals in MA
- 50,000 patient stays at MGH
- 90% experience boredom
- Competition
  - Local stores/gift shops
  - Delirium Toolbox

Assessing Opportunities Competition Activity

- Get in teams
- Use your poster boards and markers to develop a "picture" of your potential competition
- Try to provide a sense of their relative size and how important this opportunity is to competitors
- What's your competitive differentiator (value proposition)

How to Assess Your Opportunity

- Talk to the people who are affected by the problem - Surveys, questionnaires, etc.
- Talk to the people who will implement or use your solution (users and customers)
- Faculty Fellows and Staff
  - www.uml.edu/DifferenceMaker/Faculty

- **Library Databases**
  - **Contact Donna Mullin, Business Reference Librarian**
  - **Lydon Library, 2nd Floor**
  - **Donna_Mullin@uml.edu, 978-934-4579**

So Far, You Have…

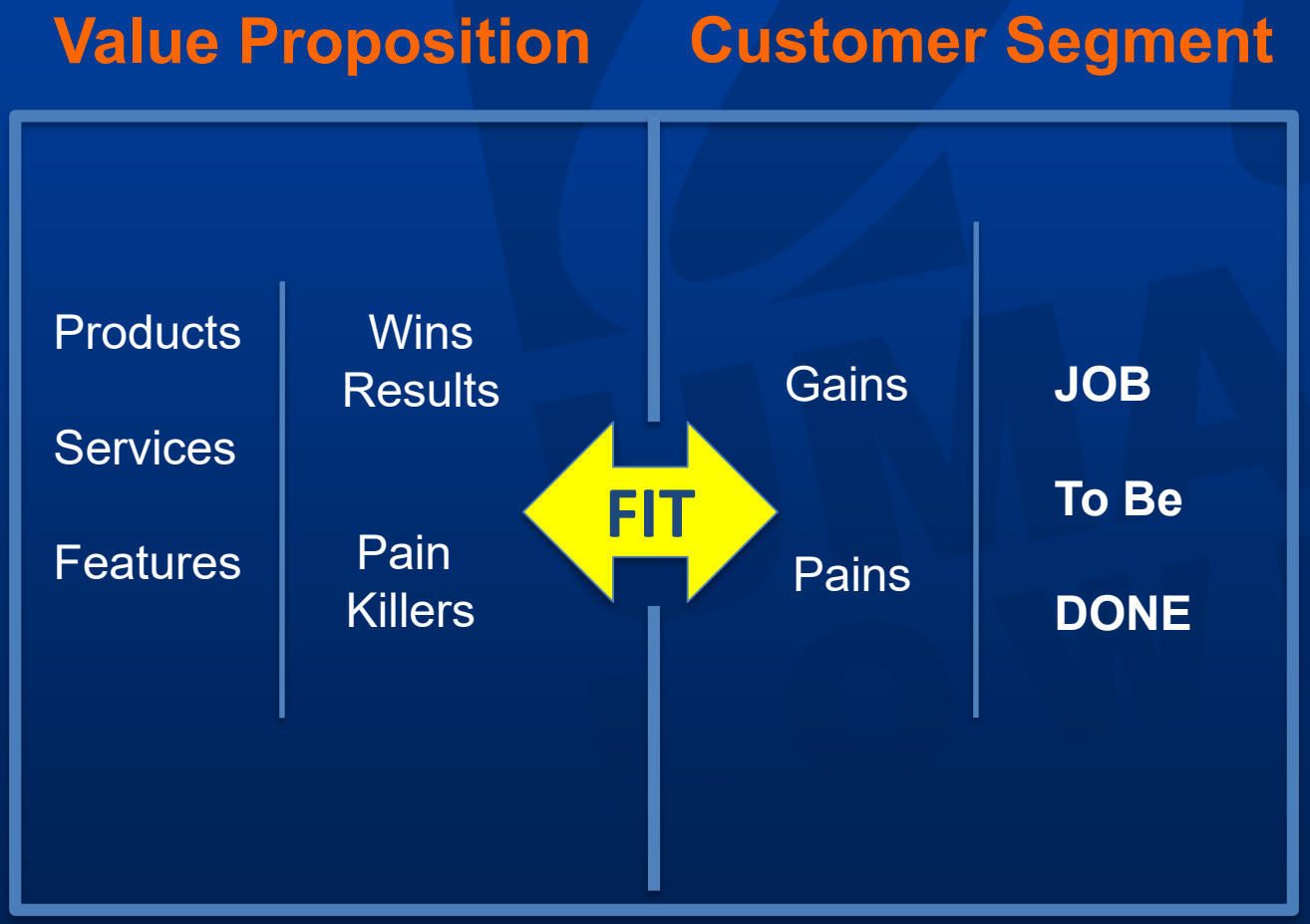
- Defined the **Problem** your Team is Solving
  - Problem Statement
  - Who is affected by problem?
  - How are they affected by problem?
  - Why is it important to solve this problem?

- Assessed the Opportunity
  - Who currently addresses this problem?
  - How is the current solution delivered?
  - How effective is the current solution?
  - What can be improved? Alternative approach?

Questions Addressed Now

- What part of the problem are you trying to solve?
- Who is the affected group?
- What VALUE do you deliver to the affected group?

Map Customer to Value Proposition



Getting The Customer Value Proposition Right Is Critical To Success

Value Proposition
Hydraulic Walker Example

- Currently nearly 2 Million Americans use walkers as an assistive device
- 62% of walker users have stairs at their home
- Traditional adjustable Walkers cannot easily be used on stairs safely
- This means that about 1.25 Million people would benefit from a walker that negotiates stairs

Current Solutions

Stair Lifts

Ramps

Multiple Devices

SOLUTION

The Hydraulic Walker

- Can adjust to any height of stairs within 16.5 inches
- Weight comparable to a conventional walker
- Tested to withstand 300 lbs of pressure
- Able to be made to fit existing walkers on the market
- 3 Way navigation: Ascend/Descend and even go Sideways on stairs

Hydraulic Walker

A walker that utilizes hydraulic technology, can be used on stairs

IMPACT OF THE HYDRAULIC WALKER

ON THE CONSUMER

Decrease risk of falls on stairs
- 1/3 of elderly population fall each year

Prolong living in current home
- 25% of baby boomers cite stairs as the biggest obstacle to staying in current home

Improved quality of life through increased home and community access

Decrease the need for assistance from family and caregivers

ON INSURANCE COMPANIES AND HOSPITALS

- Decrease length of hospital stays
  - Estimated $140,000,000/year for surgical patients alone
- Decrease hospital admission rates with newly improved balance on stairs

Value Proposition
invisaWear Example

Problem

Every **107 seconds**, an American is sexually assaulted.

Each year, there are about **293,000 victims** of sexual assault.

17.5 Million Students enrolled in College Campuses in the US alone

"It is overwhelming how unsafe students say they feel...parents and students feel they don't have much control in keeping themselves safe or protecting themselves from tragic senseless crimes."

-Jonathan Kassa Executive Directory of Security on Campus Association

People in developing nations all over the *world* who can't rely on response time.

** over 80 million people in Egypt alone*

invisaWear

A wearable device that connects to a smart phone to send help message and location to emergency contact

SOLUTION

Flaire:

Coin-Sized component that fits into wearable devices

VALUE

- easily accessible
- discreet
- reliable
- worldwide need

When pressed, communicates with phone via Bluetooth to **send alert messages containing location information to pre-determined emergency contacts** (or police via automated voice message).

What Characterizes a Value Proposition?

Value propositions describe the WHAT you are providing, to WHOM you are providing it, and HOW it solves the customer's problem

…and WHY it is better, faster and / or cheaper than competitive offerings (i.e., differentiated offering)

@ 2015 Prof. Tom O'Donnell

Value Proposition Mad Lib

We sell **A** {our product} to **B** {your customer: the person or entity who will pay you money}.*

Our customer has a problem and it is **C** {describe the problem}.

We solve this problem by **D** {describe how you solve their problem AND WITH WHAT DIFFERENTIATORS! }

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Nonspec Example

We sell/providing a low cost, durable, and natural prosthetic limb to amputees

Our customer has a problem and it is the lack of availability of affordable limbs that can improve quality of life.

We solve this problem by mass producing easily adjustable prosthetic components.

They may have tried heat shrinking soft drink bottles to your residual limb to stabilize objects during everyday tasks or waiting 3-6 months to receive a customized limb from your provider that is beyond their means.

We're different because we provide kits for caregivers that allow for efficient customization and easy at home adjustment for patients.

Nonspec testing prototype on patient in India

Your Value Proposition Activity

We sell **A** {our product} to **B** {your customer: the person or entity who will pay you money}.*

Our customer has a problem and it is **C** {describe the problem}.

We solve this problem by **D** {describe how you solve their problem AND WITH WHAT DIFFERENTIATORS! }

Are they succinct about their product?
Are they specific about who their customer is?

Are they convincing about the problem? And is this a problem for their customer…or is it some other problem?

Are they addressing the problem with their solution?
Do they differentiate their product ("faster, better, cheaper" etc.) and do they quantify those differentiators (25% cheaper, 10% faster etc.)?

@ 2015 Prof. Tom O'Donnell

Your Value Proposition Activity

- Get in teams
- Use your poster boards and markers to fill in the blanks:

We sell **A** {our product} to **B** {your customer: the person or entity who will pay you money}.*

Our customer has a problem and it is **C** {describe the problem}.

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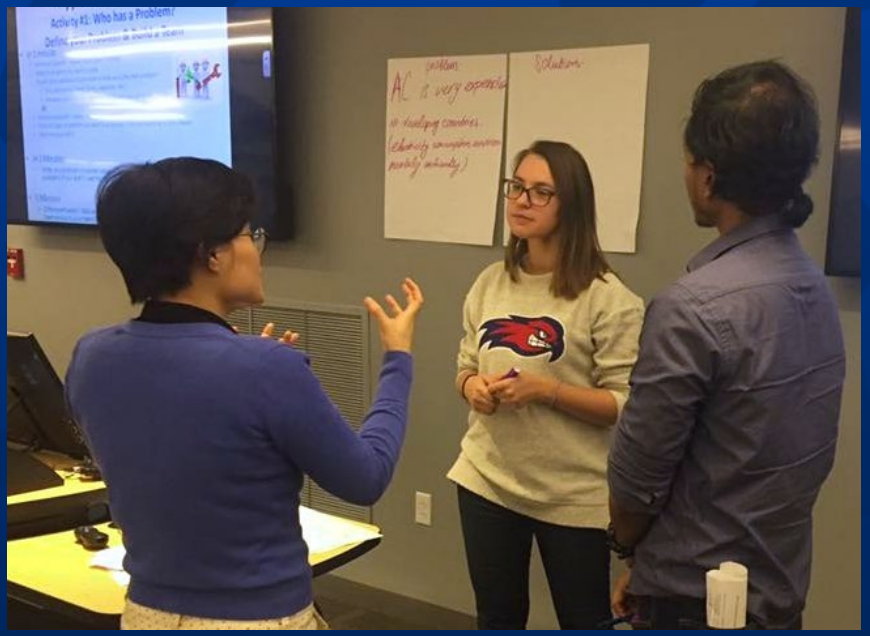

What's Next?

- Workshop 3 - Developing Business Models
  - Guest Speaker: Tom O'Donnell, Director, Innovation Hub and Professor Hunter Mack, Engineering
  - Feb. 25, 5:30-7:30 PM, Lydon Library, Room 110

- Complete the Problem and Opportunity Worksheets

- Begin completing the Solutions Worksheet

- **Idea Plan Due March 4**
  - **Log on to TeamMaker, go to the Manage link, and complete your Idea Plan!**

Contact Us!

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