Workshop 2: Assessing Opportunities
Value Proposition/Customer Segment

February 11, 2015
DifferenceMaker Program
Agenda

• Announcement
• Assessing Opportunities
• Donna Mullin
• Activity
• Value Proposition
• Customers and Questions
• Videos
• Wrap-up
Announcement

• Application deadline extended-Tuesday Feb 17 at Midnight
• Submit at-www.uml.edu/ideachallenge
Assessing Opportunities

What is the difference between an Idea and an Opportunity?

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

- 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
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?

• Do you have numbers yet?
Assessing Opportunities
Potential Users

• Numbers are helpful in order to estimate the size of the opportunity—Credibility
  – Data
• Help you to assess the scale of your idea
  – How big is it?? How big can it become??
• Also help to determine first customers or users
• Numbers are best organized and reviewed in tables and graphs
Assessing Opportunities – Potential Users

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

![Age Distribution, Smartphones versus Tablets](image1)

![iPhone User Age](image2)

Source: Flurry Analytics, Sep 2012
Assessing Opportunities - Potential Users

• Who are your users or customers?

• **Activity Later** -- Use poster board and marker to develop a picture of your users and customers

• Use graphs and images to provide a sense of the size
Assessing Opportunities
Competition

• Who is doing something similar?

• How is the problem currently 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?
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
Assessing Opportunities

Competition Activity

• Get in teams

• Use your poster boards and marker 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
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?
Question 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?
Customer Segment

Value Proposition

• Customer Segment
  – Your customers Including patients, clients, users
  – The groups who are affected by the problem

• Value Proposition
  – Your offers including products, services, or features
  – Which one of customer’ problems are you helping to solve?
  – What value your products (or bundles of product & service) deliver to the customers?
Getting The Customer Value Proposition Right Is Critical To Success

Map Customer to Value Proposition

<table>
<thead>
<tr>
<th>Value Proposition</th>
<th>Customer Segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products</td>
<td></td>
</tr>
<tr>
<td>Services</td>
<td></td>
</tr>
<tr>
<td>Features</td>
<td>Wins</td>
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<td></td>
<td>Results</td>
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<td></td>
<td>Pain</td>
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<td>Killers</td>
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<td>Gains</td>
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<td>Pains</td>
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<td>JOB</td>
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<td>To Be</td>
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<td>DONE</td>
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</tbody>
</table>
WHAT IS A VALUE PROPOSITION?

http://ecorner.stanford.edu/authorMaterialInfo.html;jsessionid=C88A82434C120C7FE39B9D5ABDD0494A?mid=2877
Job To Be Done

http://www.youtube.com/watch?v=s9nbTB33hbg&feature=player_embedded
Exercise

A Day In The Life Of Your Customers

<table>
<thead>
<tr>
<th>Question</th>
<th>Customer 1___________</th>
<th>Customer n____________</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. How Is Your Customer Currently Dealing With This Task/Problem?</td>
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<tr>
<td>2. What Are They Trying To Accomplish? Desired Outcome? Wish They Could Do?</td>
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<td>3. What Approach Are They Attempting</td>
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<td>4. What Are The Interfering Factors?</td>
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<tr>
<td>5. What Are The Economic Consequences? –Costs?</td>
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</tbody>
</table>
## A Day In The Life . . .

<table>
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<tr>
<th>Question</th>
<th>Customer 1___________</th>
<th>Customer n____________</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Enabling Factors?</td>
<td></td>
<td></td>
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<tr>
<td>8 Economic Rewards?</td>
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<td></td>
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<tr>
<td>9. Is Our Price Consistent With Budget? – Problem Solved?</td>
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</tbody>
</table>

Do This For About 20 Customers!
For Each Customer . . .

• Are They Just Like Another Customer?
  – Basis for Segmentation
  – Who Has Similar / Different ‘Jobs to Be Done’!

• How Many Customers Like This?

• How Much Would They Buy?

• This Is The Start of your Marketing Plan!
How Are You Going To Test This?

Example from Lean Startup Contest (YouTube)
What’s Next?

• Workshop 3-Developing Business Models
  • Tues., Feb. 17, 6-8 PM, UC 158

• Complete the Problem and Opportunity Worksheets

• Do Exercise “Day in the Life of your Customer” for 20 Customers

• Application Extended to Feb. 11,
  • Get it in today!!
  • www.uml.edu/IdeaChallenge
Contact Us!

- **Visit Us:**
  - DifferenceMaker Central
  - Lydon Library, Suite 012, North Campus—Next to Starbucks

- **Stay Connected:**
  - [www.uml.edu/differencemaker](http://www.uml.edu/differencemaker)
  - differencemaker@uml.edu
  - @difference.uml