

Workshop 2: Assessing Opportunities & Value Proposition

February 22, 2017
DifferenceMaker Program

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 **25+ 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
- 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?



Patient testing
Nonspec prosthetic

Assessing Opportunities

Potential Users

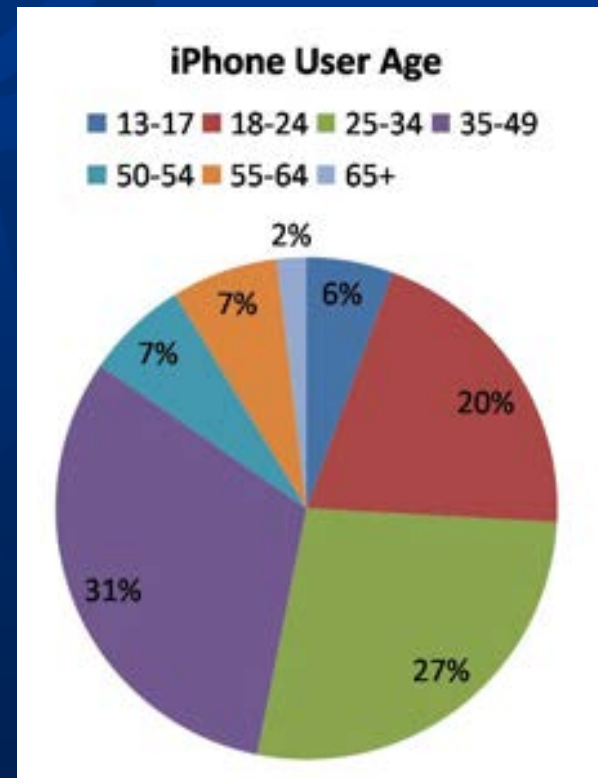
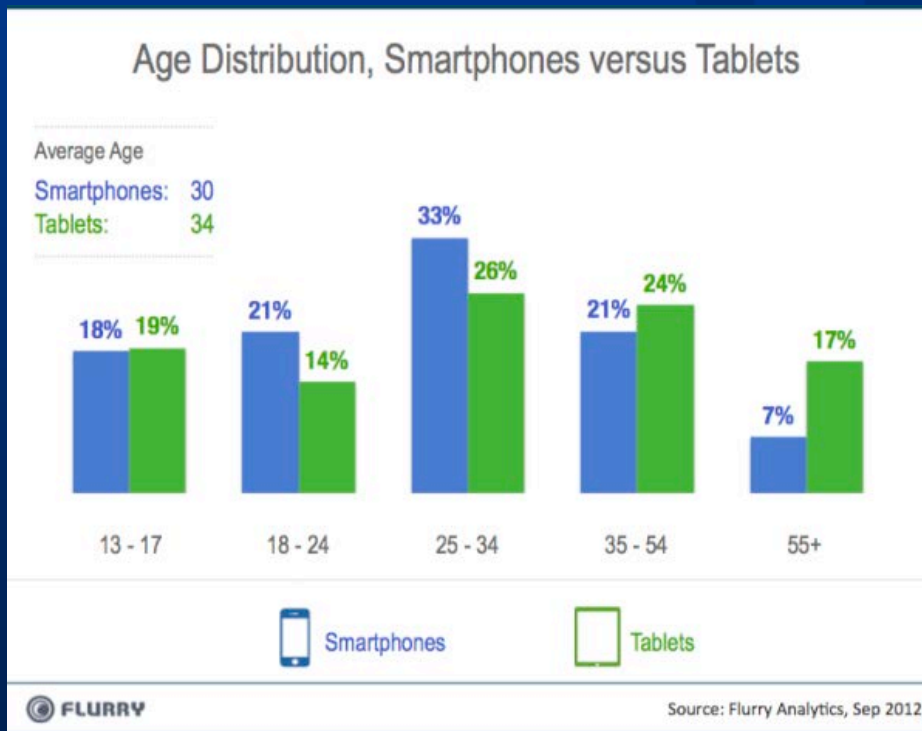
- Numbers are helpful in order to estimate the size of the opportunity-
Credibility
 - Data
- Helps you to assess the scale of your idea
 - How big is it?? How big can it become??
- Also helps to determine first customers or users



Savannah Marshall,
founder of Fresh Beets,
catering an event!

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 WordPro Example

The Opportunity



Home Language	Number of Grade 12 Students
Zulu	166,403
English	111,785
Xhosa	95,964
Sepedi	79,021
Afrikaans	53,799

11 Official
Languages

Table 1: Number of Grade 12 Students by Home Language

Additional Language Chosen	Number of Grade 12 Students
English	543,941
Afrikaans	86,987
Zulu	17,204
Xhosa	2,369

+ Grades 8 - 11

93% have
mobile
devices

Table 2: Grade 12 Students by Additional Language

WordPro

A digital flashcard app that helps teach high school students in South Africa a second language

The Opportunity



- Secondary Research
 - NSC Reports from Education Department
 - English is the most popular second language
 - 20% of Grade 12 students score *less* than 40%
 - Poor vocabulary sited as the main challenge
- Primary Research
 - Focus groups with teachers
 - Focus groups with students



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?

who wants
to win...

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



Learning with Purpose

The Opportunity



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

Assessing Opportunities - Masela Dentures Example

Need

Current dentures are too expensive



- 35 million people
 - 15% seeking treatment
 - 30 million untreated
- Socio-economic toll
 - 65% below poverty line, perpetuating stigma
 - Lack of dental insurance
 - Correlation to unemployment, depression, and malnutrition

Masela Dental Affordable 3D Printed Dentures



Current Denture Solutions

- Expensive
 - Quality dentures \$4,500-\$8,000
- Labor Intensive
 - Requires skilled laborers
 - Complex manufacturing processes
- Patient & Dentist Dissatisfaction
 - 5-10 follow up appointments
 - Low profit margins



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

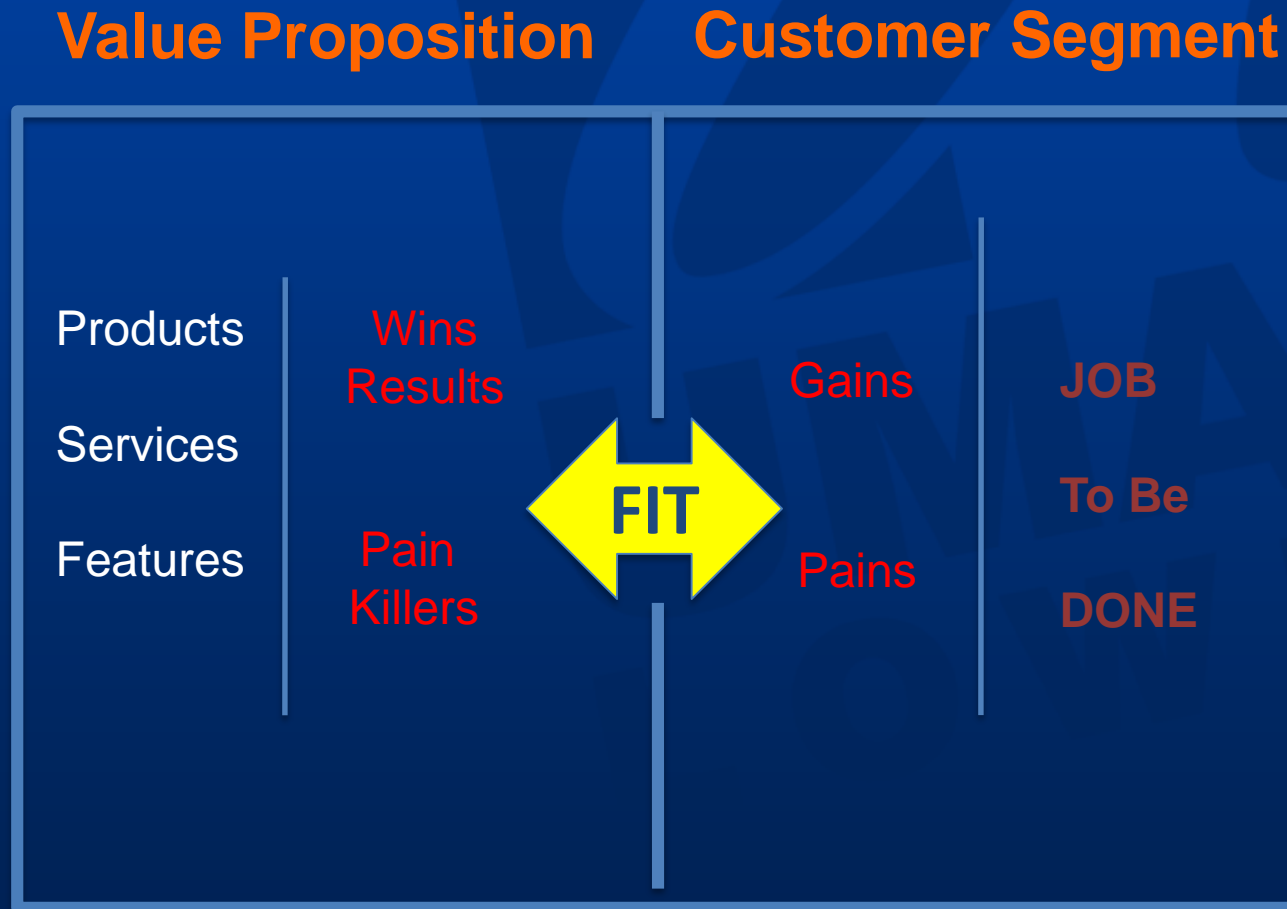
- What part of the problem are you trying to solve?
- Who is the affected group?
- What VALUE do you deliver to the affected group?



WHAT IS A VALUE PROPOSITION?

<http://ecorner.stanford.edu/authorMaterialInfo.html;jsessionid=C88A82434C120C7FE39B9D5ABDD0494A?mid=2877>

Map Customer to Value Proposition



Getting The Customer Value Proposition Right Is Critical To Success

Value Proposition

Hydraulic Walker Example



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

Current Solutions



Stair Lifts



Ramps



Multiple Devices

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



Assessing Opportunities

invisaWear Example

Problem

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

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

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

** over 80 million people in Egypt alone*

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 Director of Security on Campus Association

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)



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! }



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.)?

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}.

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



What's Next?

- Workshop 3 - Developing Business Models
 - Guest Speaker: Tom O'Donnell, Director, Innovation Hub
 - Mon., Feb. 27, 5:30-7:30 PM, Lydon Library, Room 110
- Complete the Problem and Opportunity Worksheets
- Begin completing the Solutions Worksheet
- Idea Plan Due March 6
 - Log on to TeamMaker, go to the Manage link, and complete your Idea Plan!



Contact Us!

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