

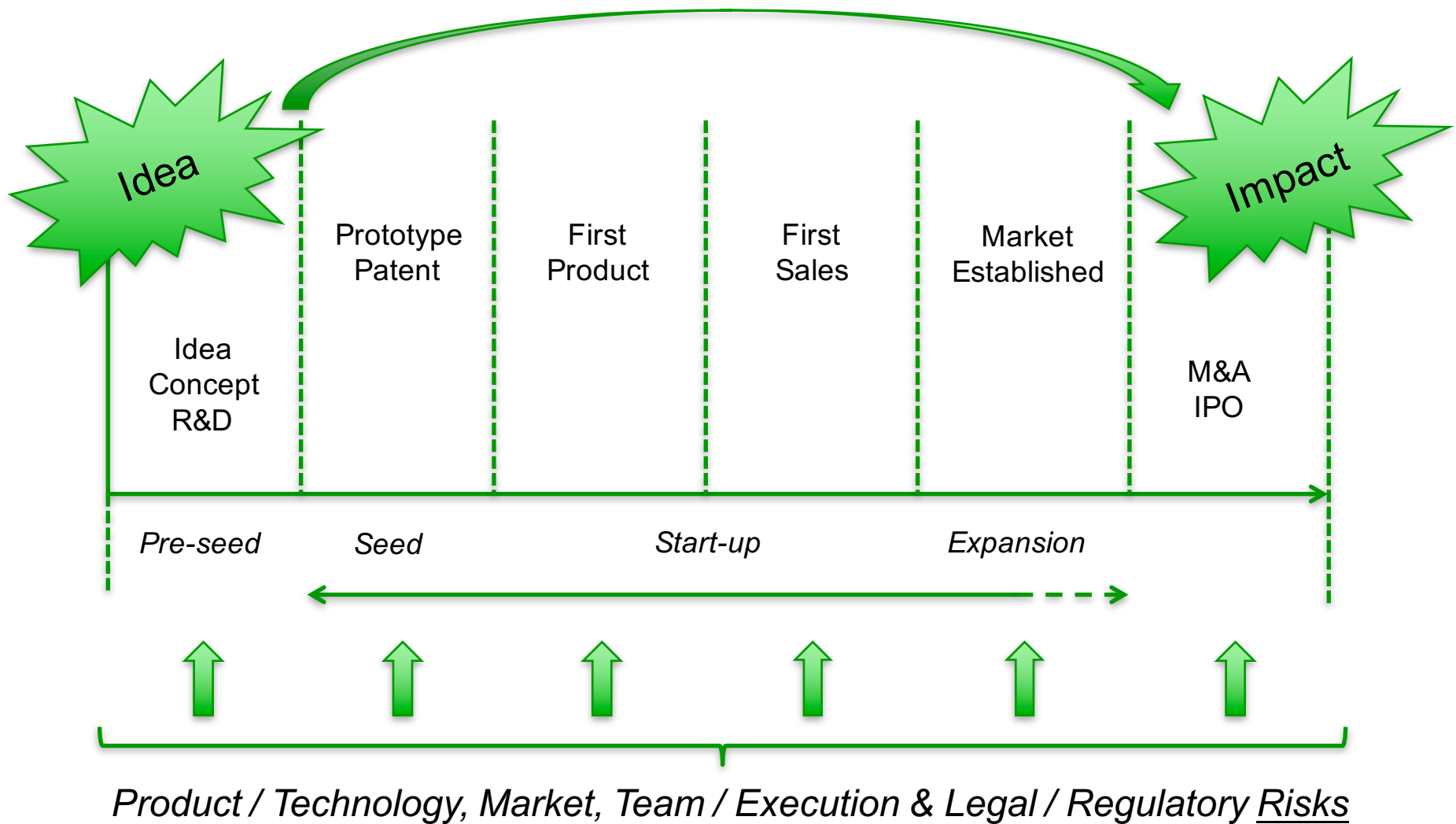


INTRODUCTION

Assessing Opportunities & Value Proposition

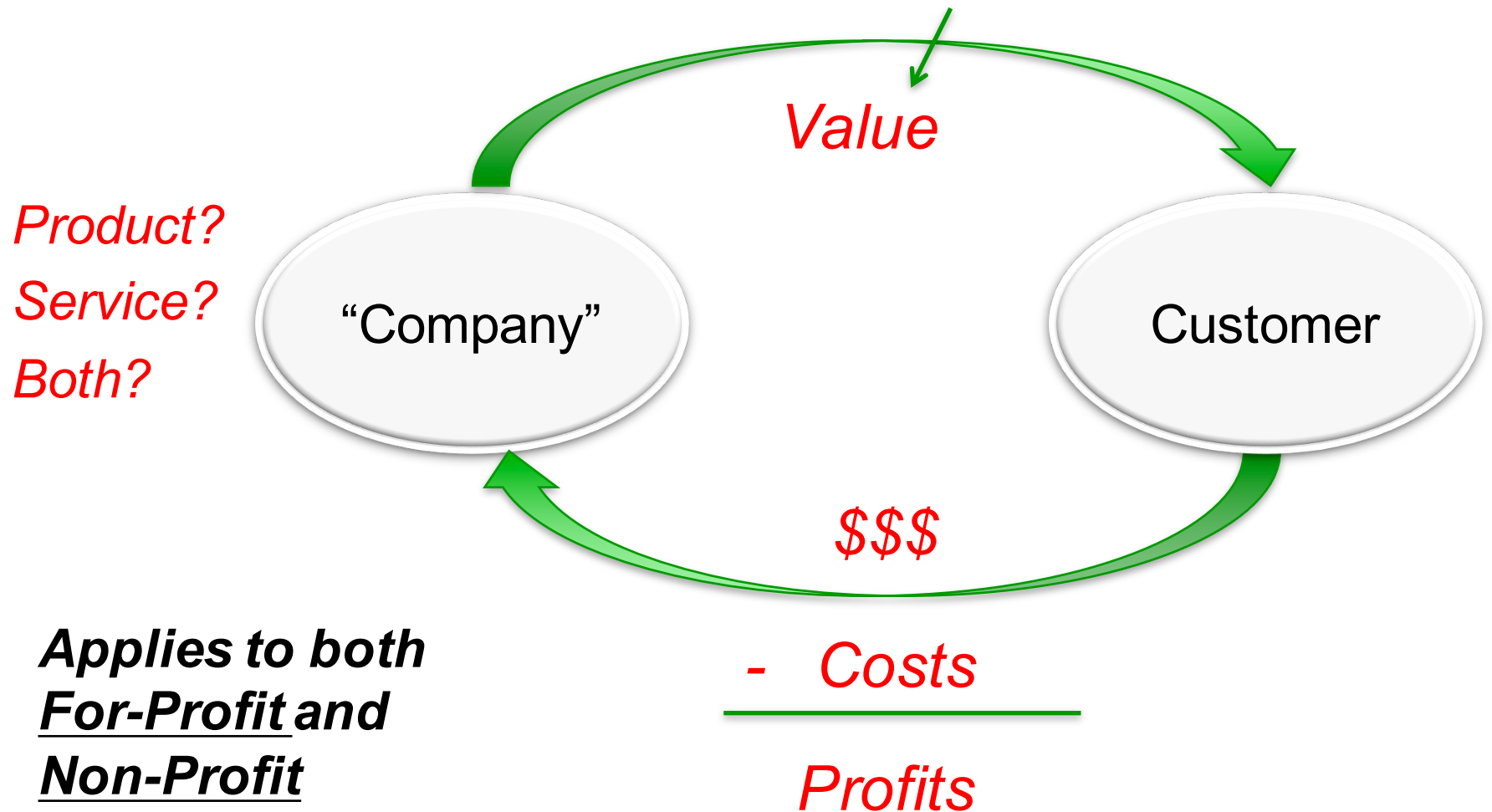
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2/16/2016

New Venture Timeline

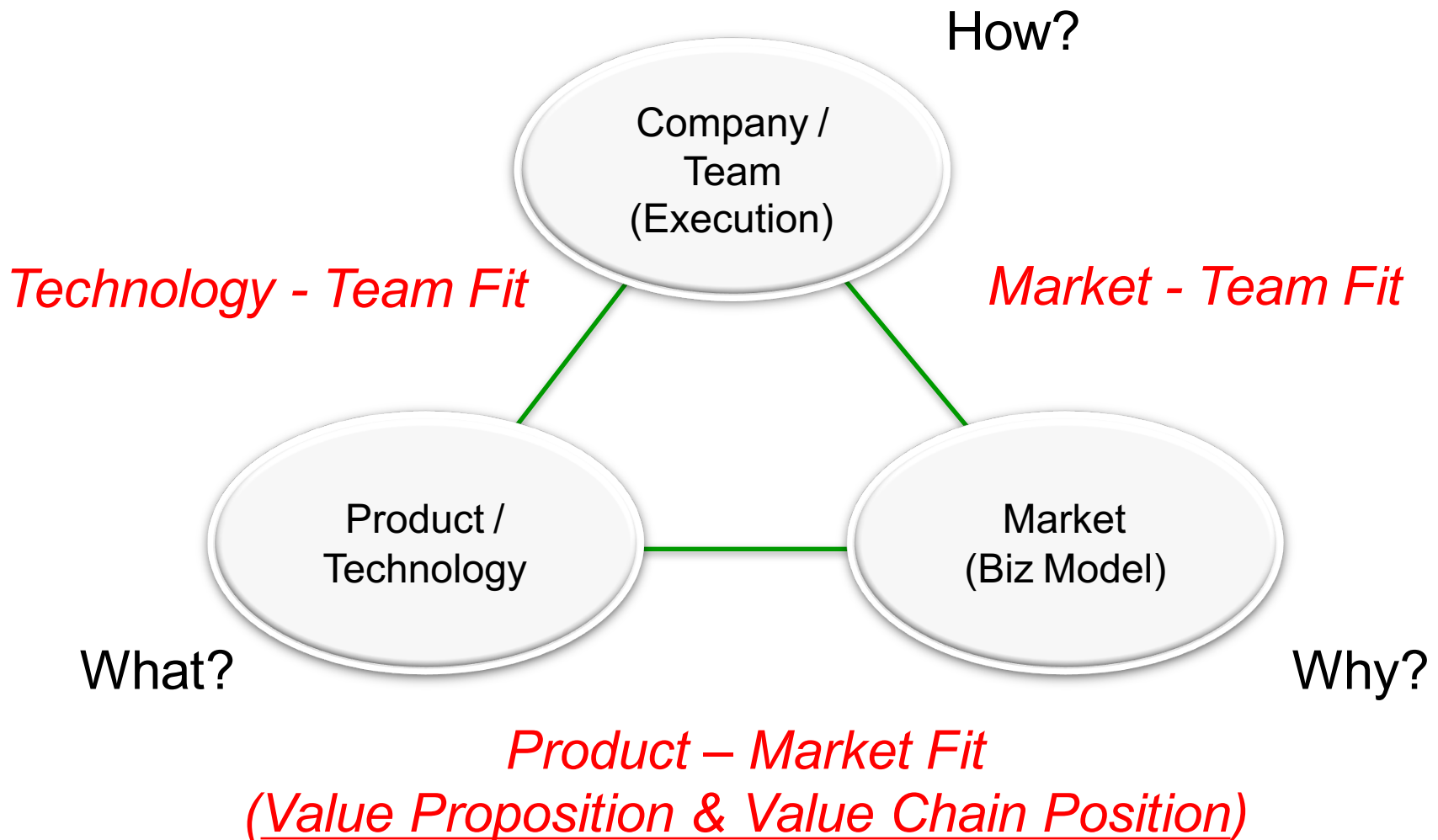


"New Venture 101"

*Pain Killer vs. Vitamin?
Better? Faster? Cheaper?*



Venture Development: 3 Parallel Tracks



Key Stakeholders Perspectives

- Investors & Financial Backers
- Customers
- Partners
- Employees
- Gov't Agencies & Regulators

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!}

* If you are not actually selling a product right now, speak as if you are. Most of you are not yet selling a product.

Exercise #1: Value Proposition Presentations

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.)?

Market Positioning

- Who are your customers? End users?
- Who are your suppliers? Strategic partners?
- What is your position(s) in the industry value chain?
- How do you capture the optimum value from the value chain?

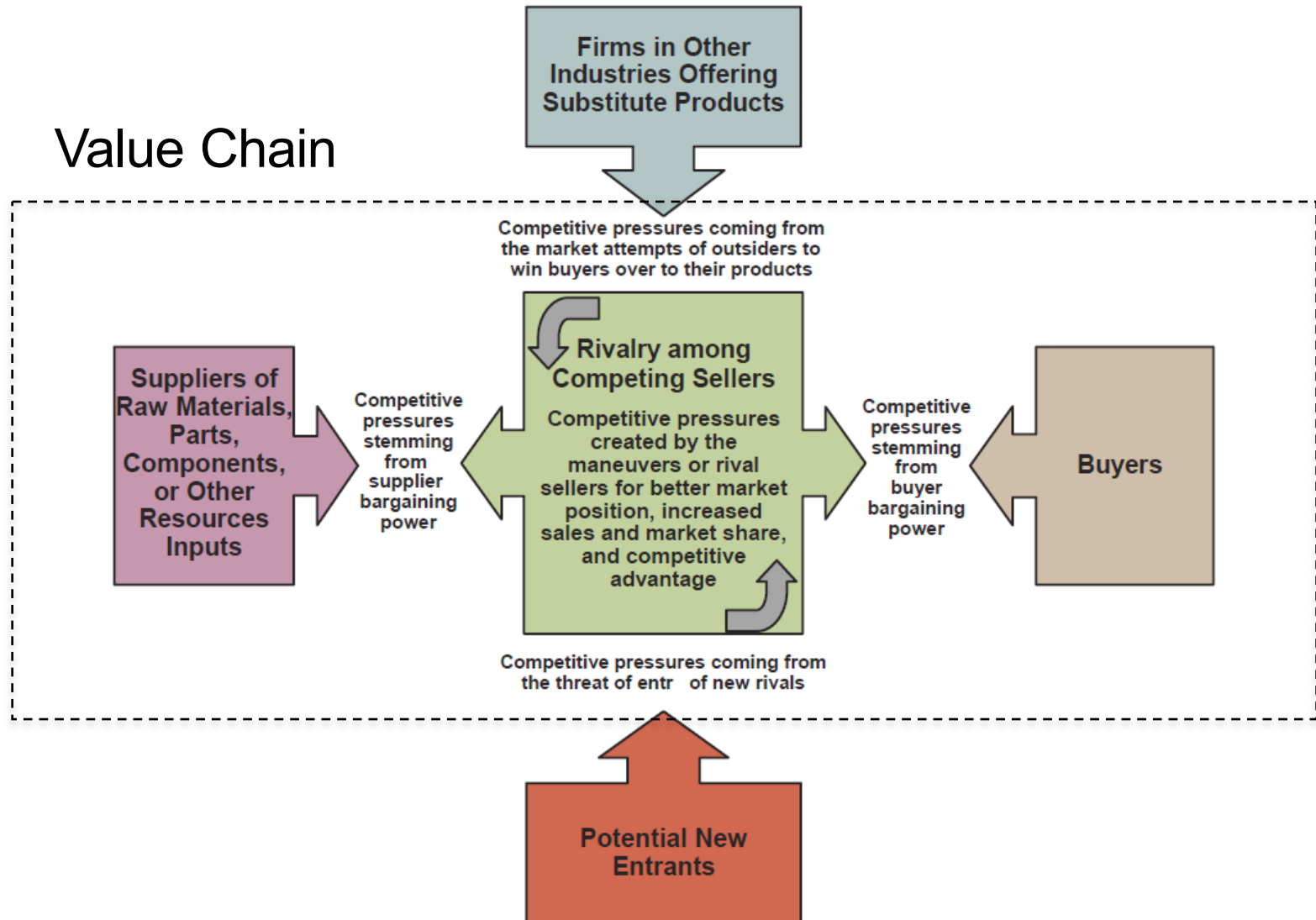
Customer Segments

- What kinds of customers do you serve?
- For whom are you fulfilling a need?
- Does the value proposition fit their needs?

Example: Flubber!!

Industry Dynamics

Value Chain



Value Chain: Automotive Industry

