

## 9 Conversations

Tell the story of your new business

### SESSION GUIDANCE NOTES

Step 4: The Value Proposition Canvas

#### **Guiding questions**

Who are my potential customers?

What do they need?

How can I meet those needs?

#### **Objectives**

The main aim of this session is to start filling in the BMC starting with what you are offering and who you are offering it to.

In this step you will:

- Find out what benefits customers get from my service/product
- Be able to explain the different types of customers I can expect
- Be able to present or critique the BMC of two participants

## Agenda in minutes

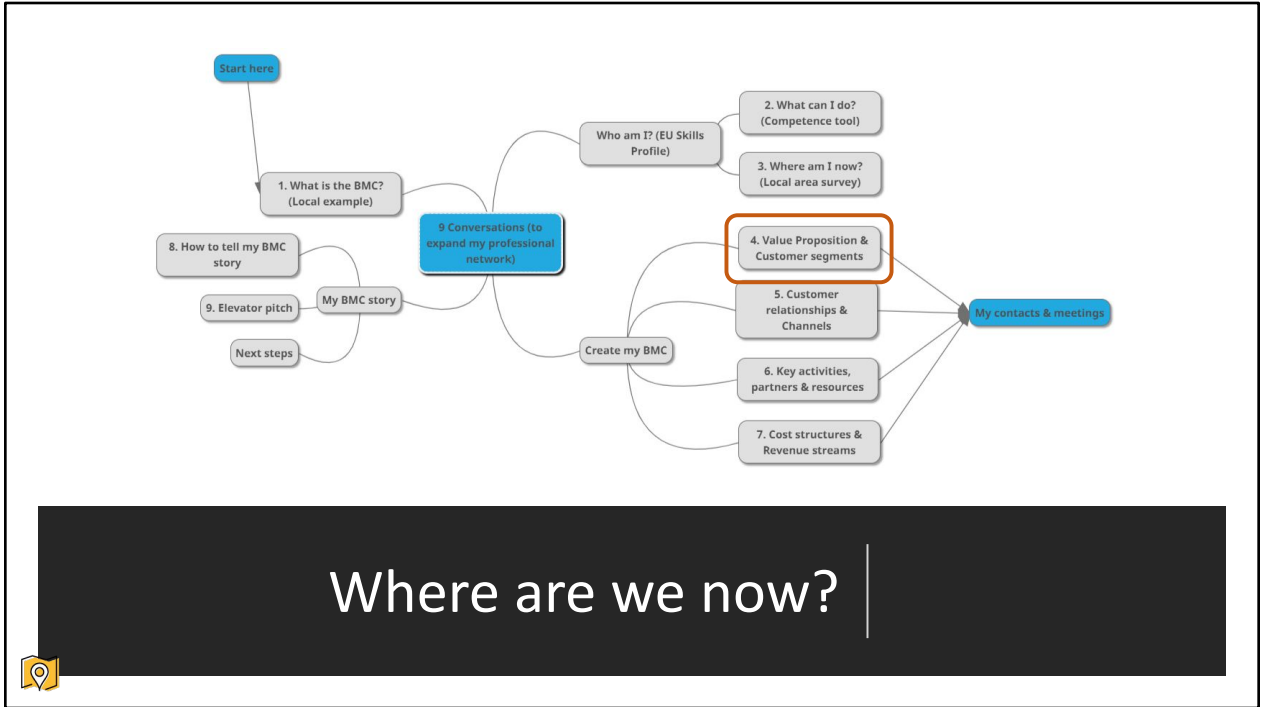
Where we are now	5	Contacts and meetings	10
Expectations	5	Wrap up (diary etc)	5
The VPC	45		
Your VPC	30		
Add your VPC to BMC	20		



### SESSION GUIDANCE NOTES

The group may decide to spend more time in some areas and less time on other areas.

The green highlight is the participant led discussion part of the session.



# Where are we now?

## SESSION GUIDANCE NOTES

5 minutes

Confirm the 9-week programme using the diagram and offer flexibility of the steps.

Add expectations from week one here.

# My contributions



A 3D white figure holding a blank white sign. The figure is standing on a white surface with a soft shadow. The sign is rectangular and held with both hands. The figure has a simple, rounded design.



**SESSION GUIDANCE NOTES**

5 minutes

**Preparation**

Replace the image on the right with a copy of the expectations agreed by the group.

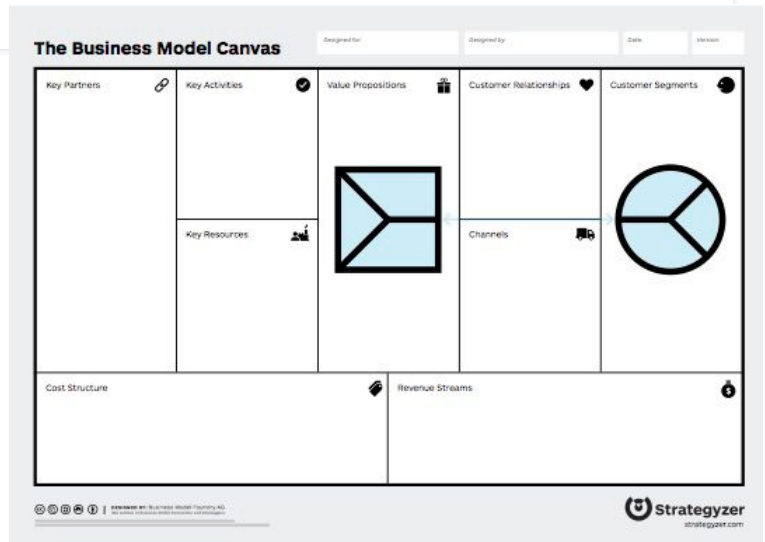
**Activity**

Remember your agreed expectations and contributions.

Are we on the right track to meet these?

Do the expectations need to be amended?

# Linking customer segments and value propositions



## SESSION GUIDANCE NOTES

5 minutes/45

\*Key slide\*

The aim of this slide is to show you the two sectors of the BMC we will be working with in this session.

Remember that on the left hand side we see the productions side of the business and on the right hand side we see the customer side of the business.

This session is about the importance of the business idea (the value proposition) and how it needs to closely match the customer segments.

# The Value Proposition



## SESSION GUIDANCE NOTES

20 minutes/45

\*Key slide\*

Watch and discuss the video <https://youtu.be/ReM1uqmVfPQ>

For example if you had to suggest some quiz questions on it, what would they be?

# Customer segments



- Who are we making value for?
  - Which are our most important customers?
- Mass market
  - Niche market
  - Segmented
  - Differentiated
  - Multiple platform

## SESSION GUIDANCE NOTES

15 minutes/45

\*Key slide\*

### Discussion questions

We often like to start with our product or service but really we should talk first about who our customers will be.

What do you know about your future customers?

Can you answer the questions on the slide?

Have any of your external meetings so far helped you to answer any of the questions?

If you do not understand any of the questions then we will work together to find out more.

### Task

Each person in the group should list all their different types of customers, describe them and then see if they can put them into groups eg business to business, private etc.

# Value proposition



## *Activities*

- What value do we deliver to the customer?
- Which of our customers' problems do we help to solve?
- Which range of products or services do we offer each customer segment?
- Which customer need do we meet?

## *Characteristics*

- Novelty value
- Value
- Customer support
- Solving a problem
- DesignBrand/Status
- Cost reduction
- Risk reduction
- Accessibility
- Comfort/ease of use

## **SESSION GUIDANCE NOTES**

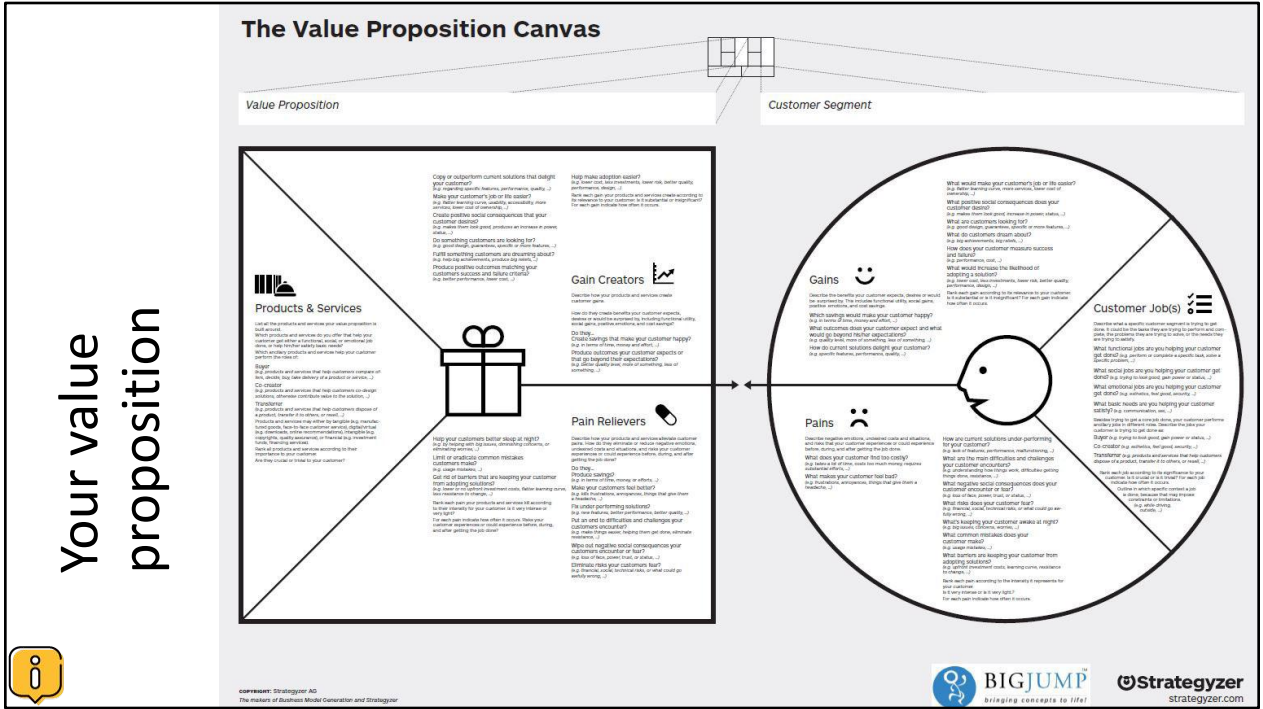
5 minutes/45

\*Key slide\*

Can you answer the questions about your proposed product or service?

Which are the most relevant questions for your idea and how would you answer them?





## SESSION GUIDANCE NOTES

20 minutes

\*Key slide\*

You will be building your VPC and these questions will help you. You may not need all the questions.

This image is not clear enough and is not cleared for copyright.

## Value Proposition Canvas example



### **SESSION GUIDANCE NOTES**

10 minutes

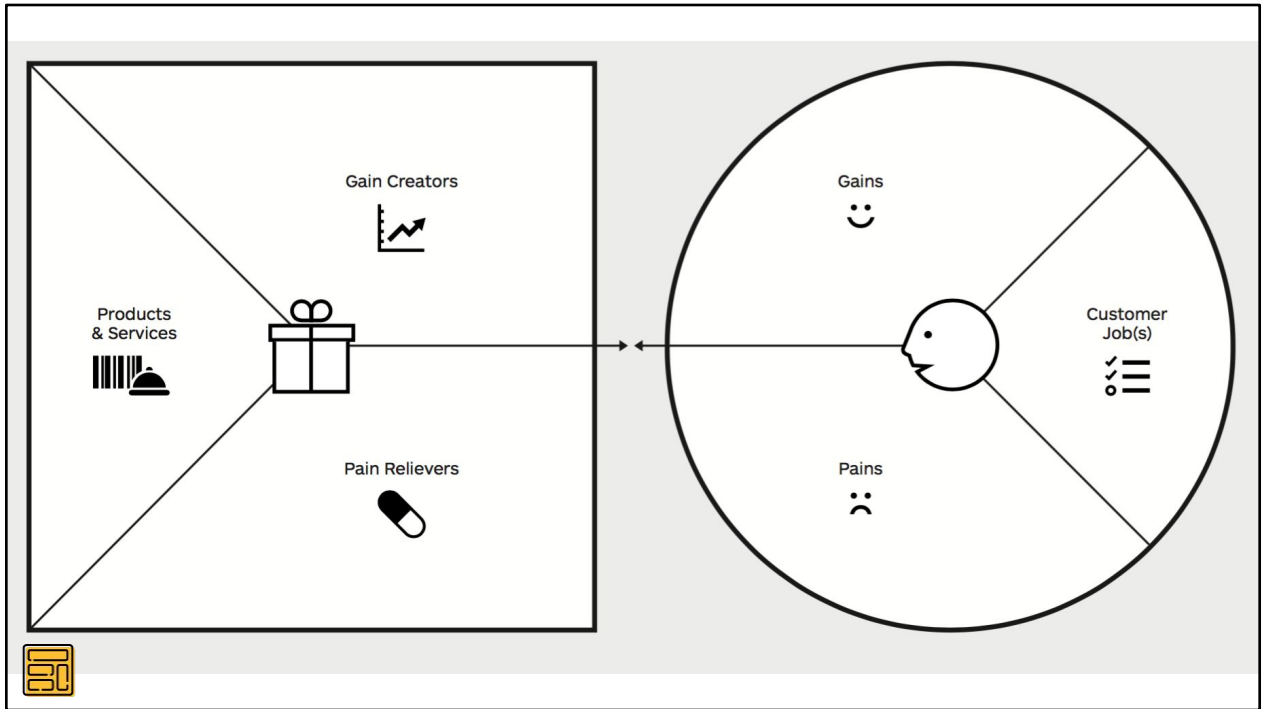
#### **Preparation**

Remember to replace the video with a local example.

#### **Activity**

Can we add some post-its to a BMC template?

Can we try answering some of those VPC questions for our local case study?



**SESSION GUIDANCE NOTES**

20 minutes

\*Key slide\*

Complete one VPC for each type of customer. It is a good idea to colour code each of the different types of customers.

Tell the group about how your customers and value proposition are a good fit (where the two halves of the image meet in the middle).

Add one or two of the most important VPCs to your BMC

## Contact and meetings

- Meetings
- Email
- Phone



### SESSION GUIDANCE NOTES

10 minutes

How are you going to test one of your new VPCs?

Share challenges in making contacts eg language challenges, cultural differences

Share advice on how to find useful information and how to make contacts

Report back on useful local sources of information, meetings or phone calls completed.

### Standard prompts for expanding your network

Think about who might be able to help you add details to your BMC.

Time to talk about contacts and meetings that need to be set up before next week.

Talk about how to find out about relevant people and organisations to contact about your business idea.

Exchange ideas about how to find out about local information eg libraries, online portals and so on.

How will you keep records of who you have contacted and what the result was.

This is important to set up from the beginning.

More advice on networking here:

<https://www.popupbusinessschool.co.uk/popup-online-course/step-19-networking-making-connections-that-will-pay-off>

Report back on useful local sources of information, meetings or phone calls

completed.

Check that record keeping of contacts is working.

This is linked to the main 9 Conversations badge as participants must be able to document at least three new useful contacts in order to get the overall programme badge.



## **SESSION GUIDANCE NOTES**

5 minutes:

Quick round in the group using the prompt questions below.

You can also make your own notes about each session in your learning diary, at the bottom of this page or some other way.

### **\*Prompt questions\***

Describe something you learned in this session.

Describe something that puzzled you in this session.

Describe something that one of your group colleagues did or said that you found helpful.

Describe something you want to find out more about as a result of today's session.

How could the session be improved? Consider telling the facilitator.

What progress have you made on your personal BMC?

How are you meeting your SMART goal?

## Future meetings

We will be meetingt [location, date and time]

- Date, location
- Date, location
- Date, location
- Date, location



### SESSION GUIDANCE NOTES

Ensure you are clear on the details of the next meeting.  
Share contact info?  
Pool transport?

# Info and links

- These slides XXX
- VPC English <https://youtu.be/ReM1uqmVfP0>  
which is the video on this webpage  
[https://issuu.com/business.model.innovation/docs/vpd\\_sneakpeek](https://issuu.com/business.model.innovation/docs/vpd_sneakpeek)

Available from the app

- Williams Skrædderi <https://youtu.be/GuVI4L2t-gE>
- Self-evaluation rubric  
<https://9conversations.no/self-evaluation/>

## Extra info

- First part of the Business Model Canvas book (see pages 20-25)  
<https://www.strategyzer.com/books/business-model-generation>
- <https://www.designabetterbusiness.tools/tools/business-model-canvas>
- First 100 pages of the Value Proposition Canvas Book here:  
[https://issuu.com/business.model.innovation/docs/vpd\\_sneakpeek](https://issuu.com/business.model.innovation/docs/vpd_sneakpeek)
- Value proposition canvas from  
<https://www.strategyzer.com/canvas/value-proposition-canvas>
- Value Proposition download  
<https://www.designabetterbusiness.tools/tools/value-proposition-canvas>
- 9 Conversations FAQ here  
<https://9conversations.no/faq-prototype/>

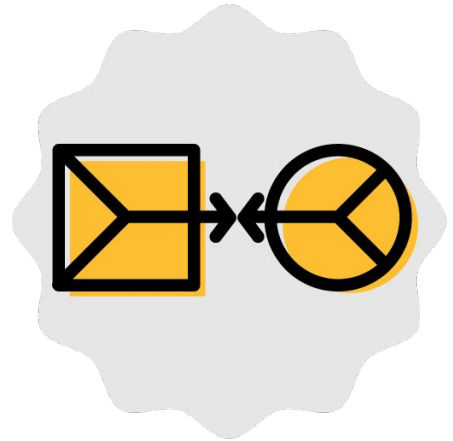




## Get the Badge

To complete this step you must:

- complete a value proposition canvas
- add a brief version of the VPC to your BMC template
- complete the customer segment section of their BMC
- engage with the group either to describe your BMC in detail or to give feedback on someone else's BMC.
- add a reflective entry to the learning diary that addresses at least one of the prompt questions



Complete this step by posting to .... [\[link\]](#)

### SESSION GUIDANCE NOTES

This is to be completed outside the session.  
Facilitator collects evidence to support awarding the badge.

# If you want to take it further

Watch the video on why you should focus on the customer more than the product.

Complete the badge for this session.

Test out one or two Value Proposition Canvasses with potential customers.

Use the mini VPC templates here to illustrate your VPC

<https://wrkshp.tools/tools/mini-propositions>

Add your VPCs to your BMC in more detail.

Prepare by reading the Business Model Canvas book (see pages 26-29)

<https://www.strategyzer.com/books/business-model-generation>



Why should the customer be in focus and not the «product»

- No customers – no business.
- You have to know your customers and not just focus on the product or service you are offering.
- «Do not sell what you can make» - You should «make what you can sell»
- You have to deliver the best possible value proposition (VP) for your target customers
- Some entrepreneurs say: «I think that my customers....»
- It should be replaced by «I know that my customers....»

**MASTERING CONVERSATIONS**

## SESSION GUIDANCE

Participants wishing to gain the Level 2 certification should complete the following assignment in their e-portfolio.

Reflect on what value proposition (VP) your target customers will expect. Do not just focus on the VPs you already have planned to deliver.

Aim to write 300-750 words.

Video: <https://youtu.be/mr7Wy-CYqqk>