

Idea to Launch

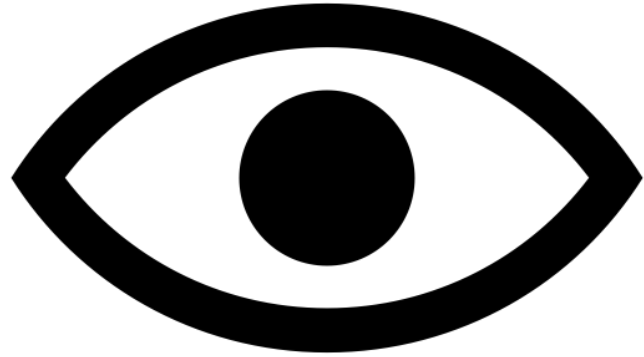
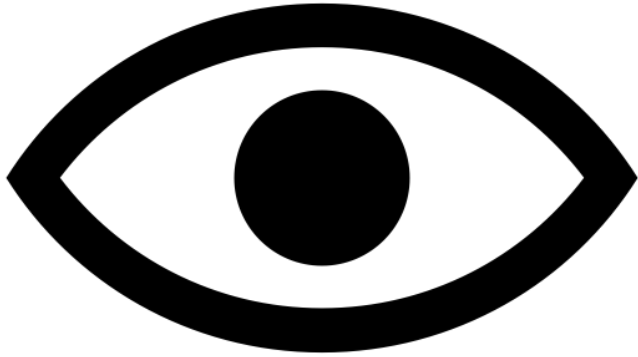
Why?

What?

Who?

Solving A Problem

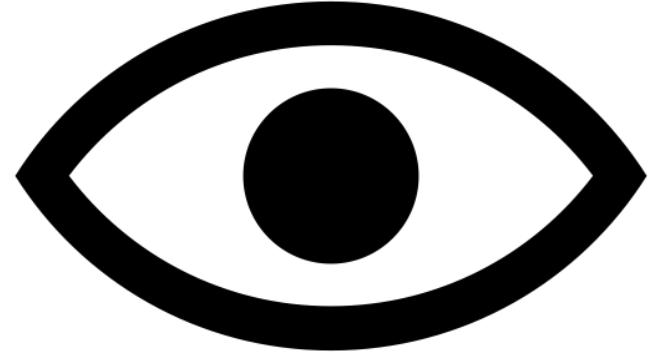
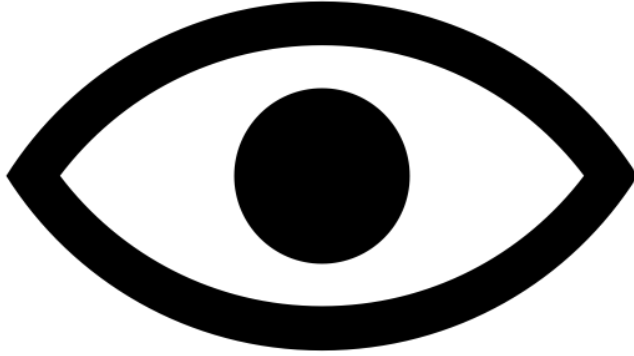
Sharing a Love



Data

Talk

Listen

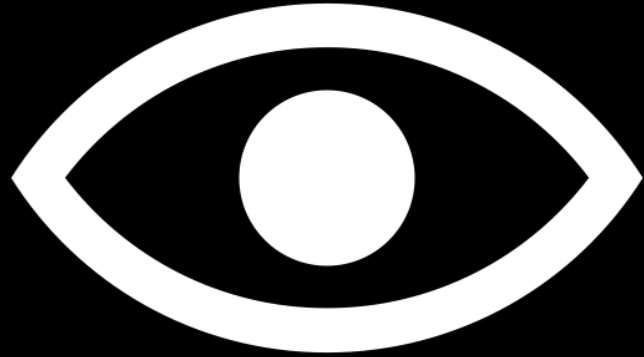
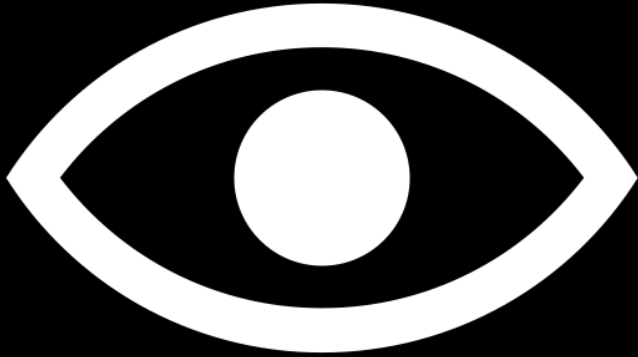


Test

Explore

Understand

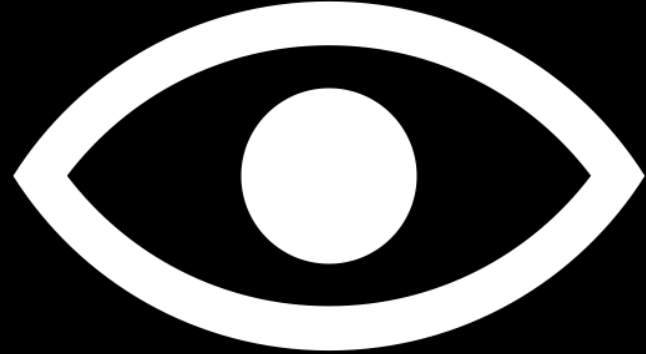
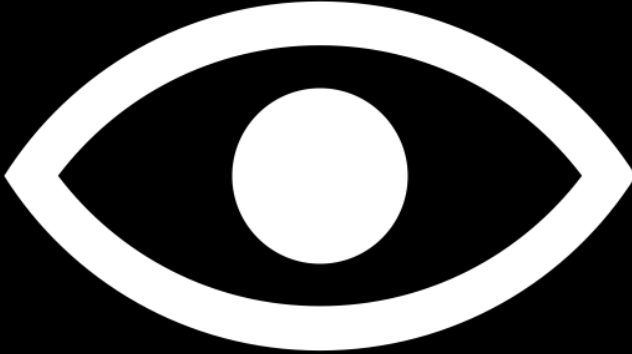
Who?



Understand

Known For

Skills

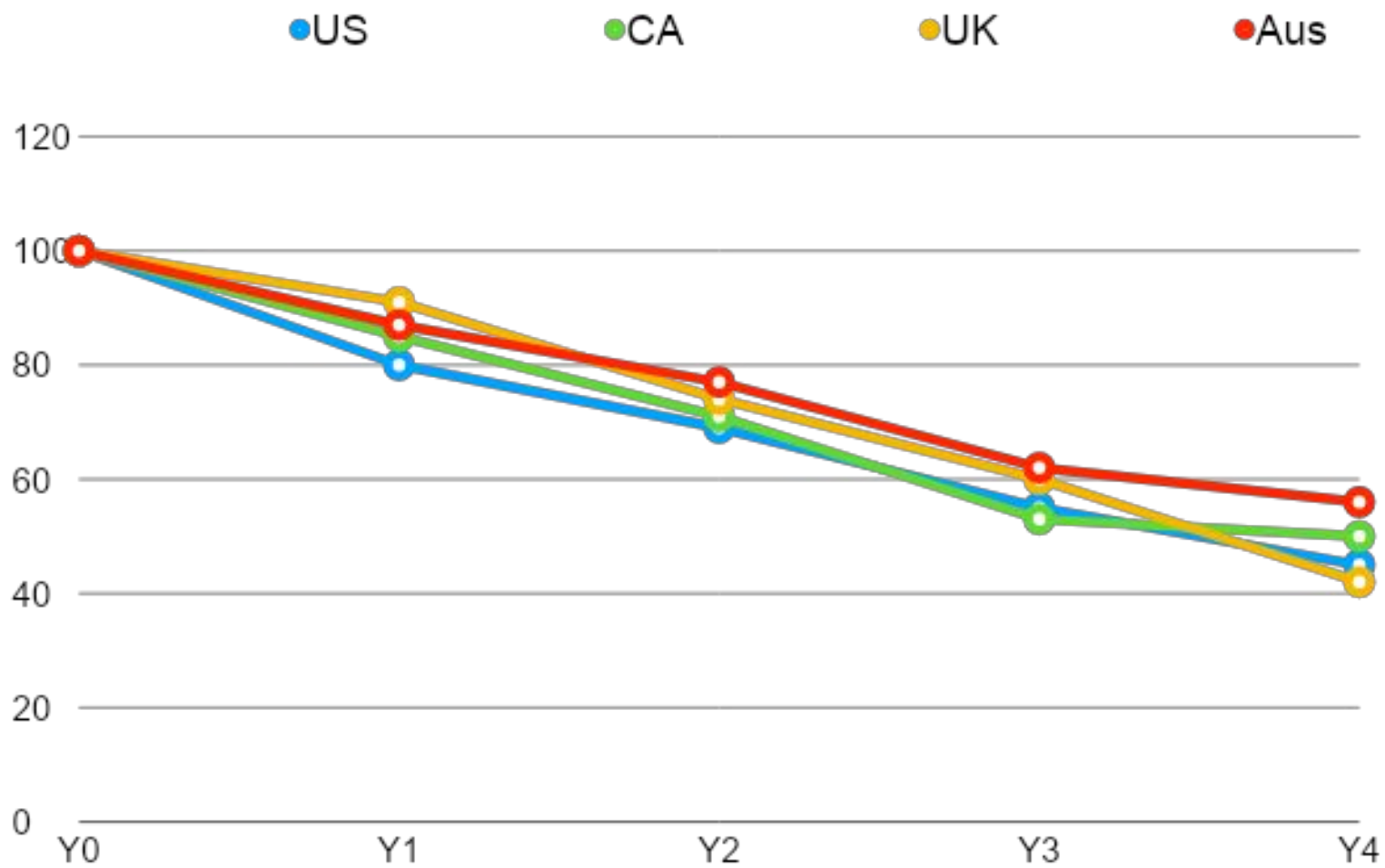


Imagine

Motivates

Give

How?



Value

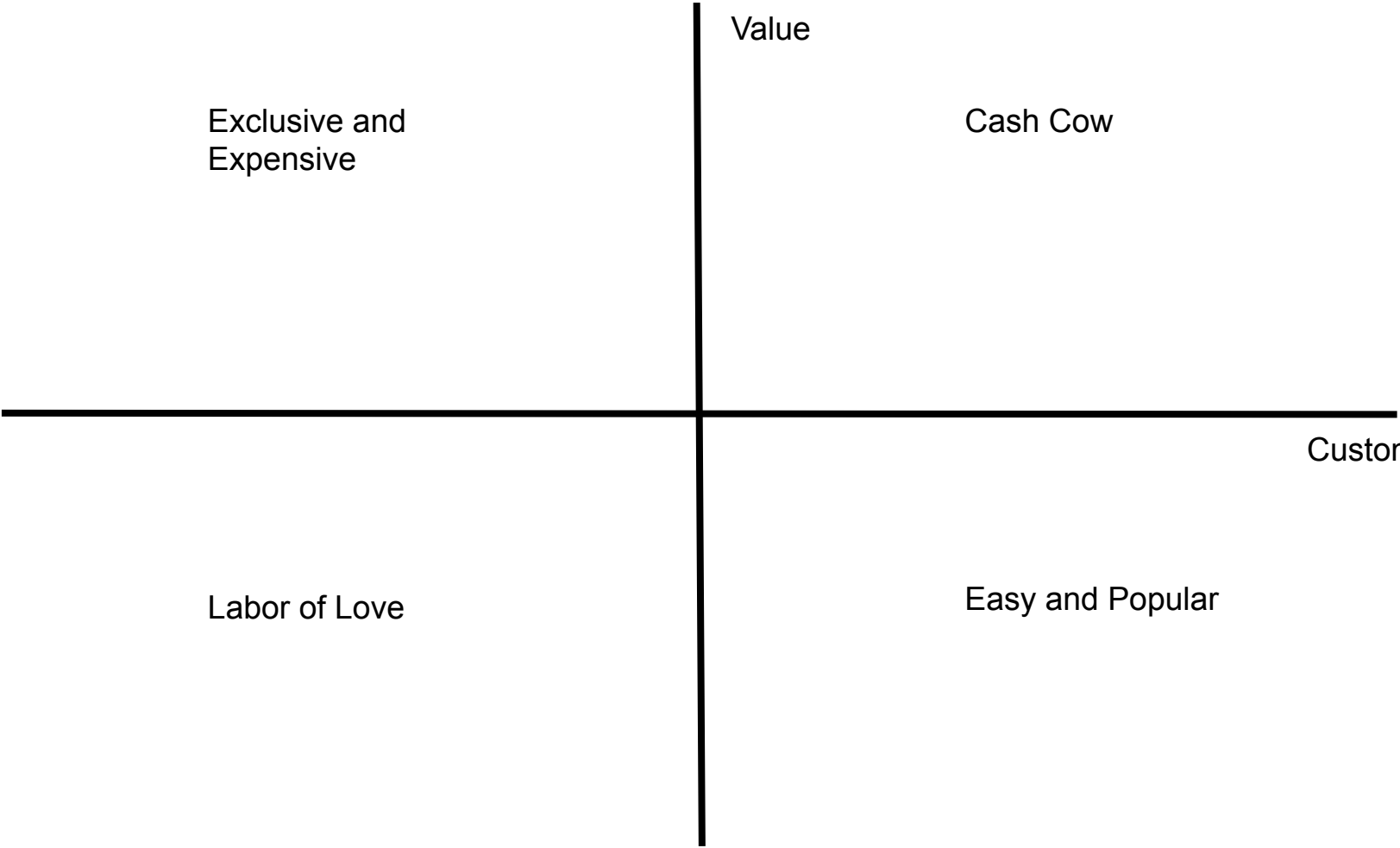
Exclusive and
Expensive

Cash Cow

Customer

Labor of Love

Easy and Popular



The Value Proposition Canvas

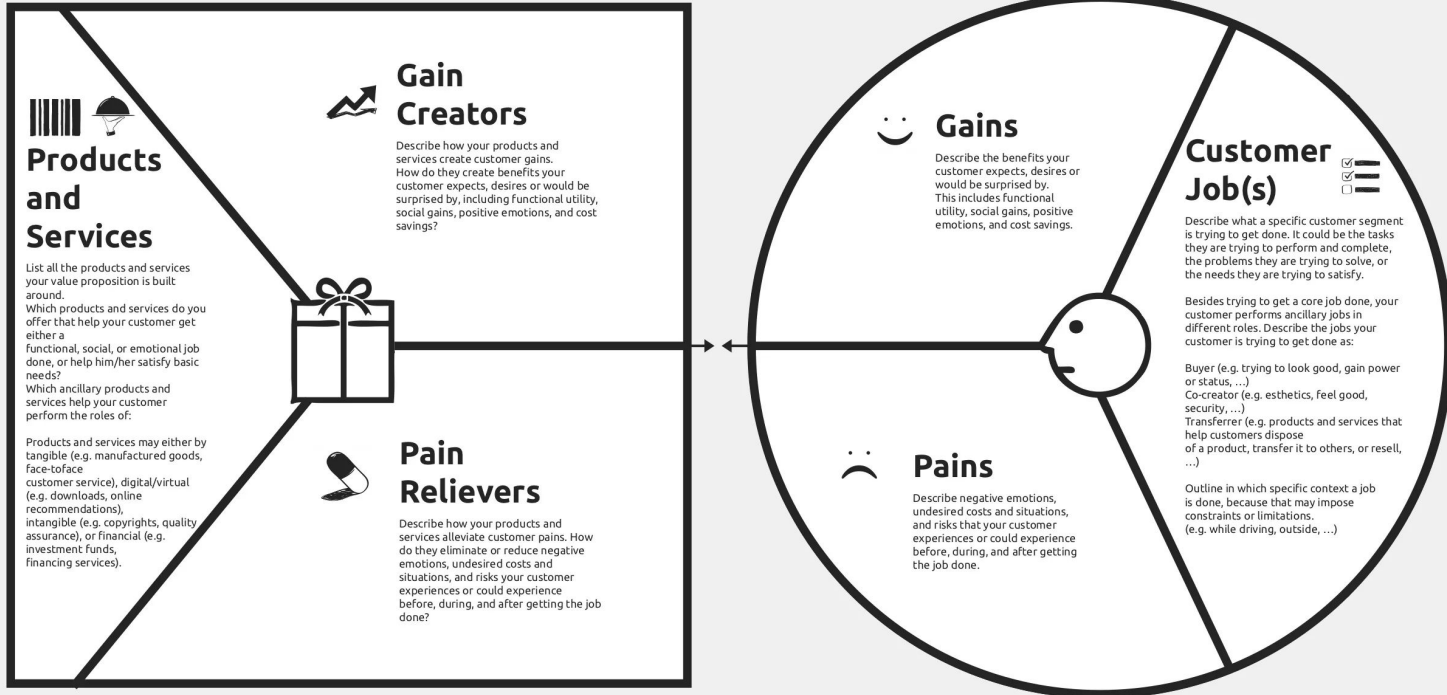
It helps you create value for your customers

Designed for:

Designed by:

On: Day Month Year

Iteration:



Value Proposition

Create one for each Customer Segment in your Business Model

Customer Segment

Understanding Risks



Customers won't
pay for your
product



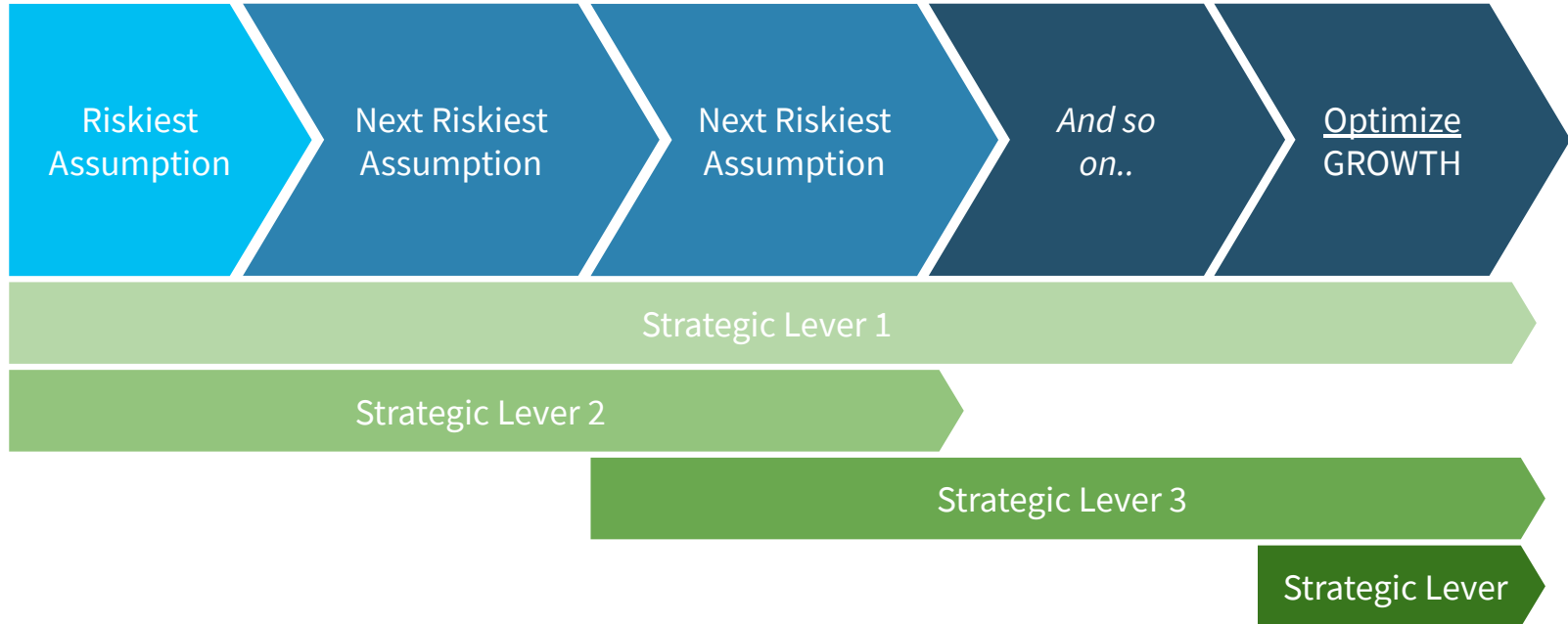
Customers
won't pay
enough



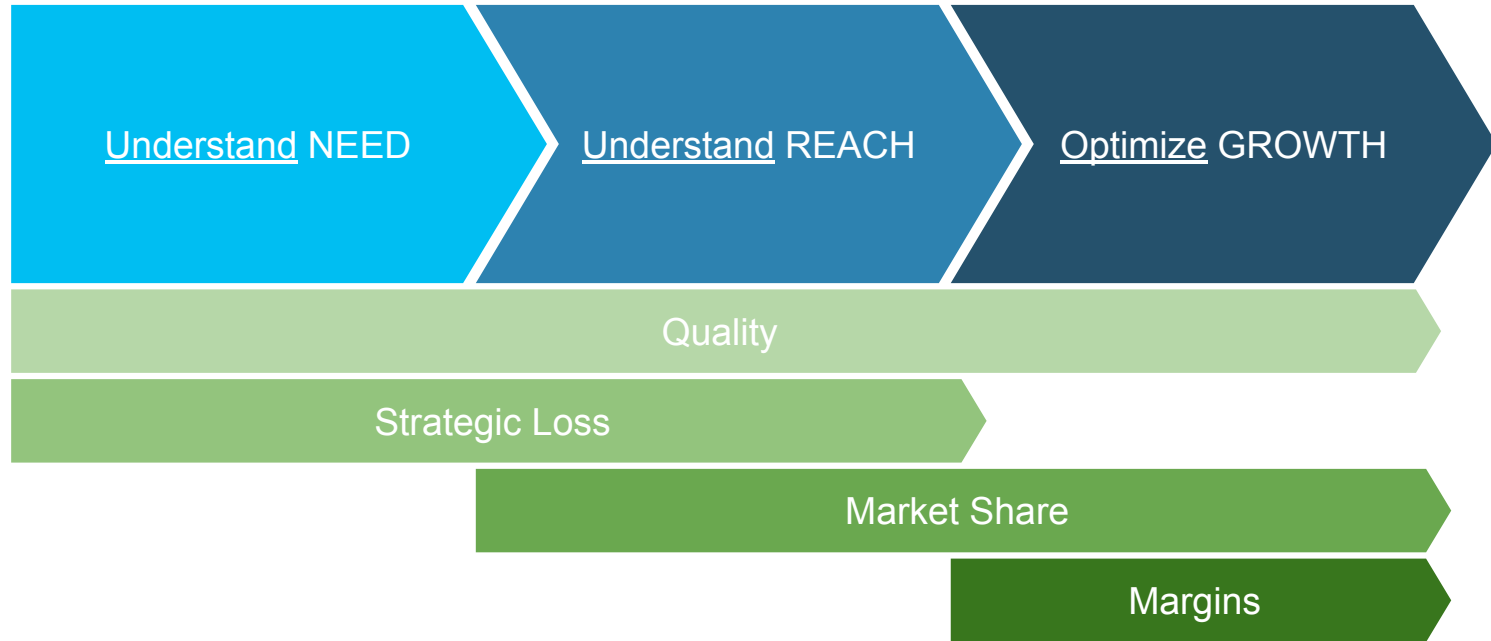
Not enough
customers



Next Riskiest Assumption

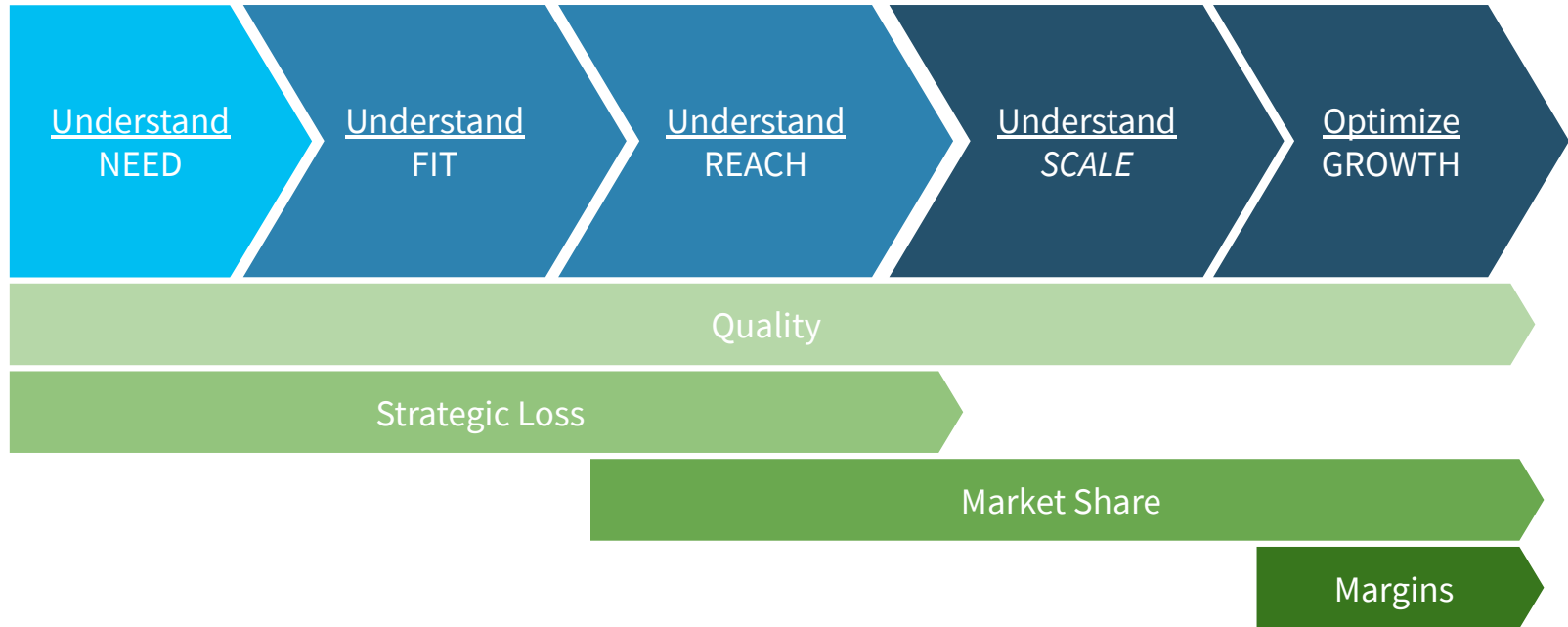


Example 3 Phase Approach



Example 5 Phase Approach

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Example of a Phase Detail

Understand

The NEED

Is this useful enough for customers?

VPs of Product with Small LinkedIn Teams

Focus on Engagement

Willing to engage for consultation

5 Positive Write-ups

Exit criteria, try up to 3 months

UNDERSTAND NEED Phase

Focus

Engage with customers
Learn what's desirable
Adapt pricing

Target

Existing customers

Incentive

Discounts

Distribution

Blog, Website, LinkedIn

Constraint

No travel
Duration up to 3 months

Success

5 Customer write-ups

Where?

When?

Take the first step