



**SLEZSKÁ
UNIVERZITA**

OBCHODNĚ PODNIKATELSKÁ
FAKULTA V KARVINĚ

Value proposition

Marketing of services



What we already know?

Marketing, value, need, wish,
demand, goods and services,
marketing mix.

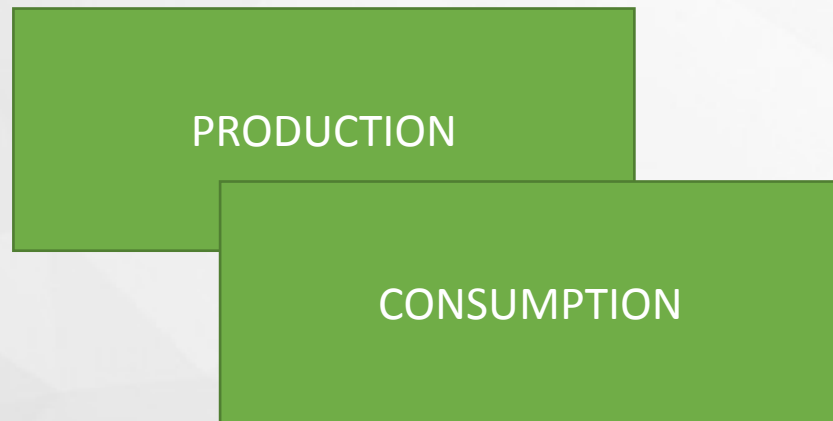
What are services and its
attributes.



OUTCOME CONSUMPTION



PROCESS CONSUMPTION



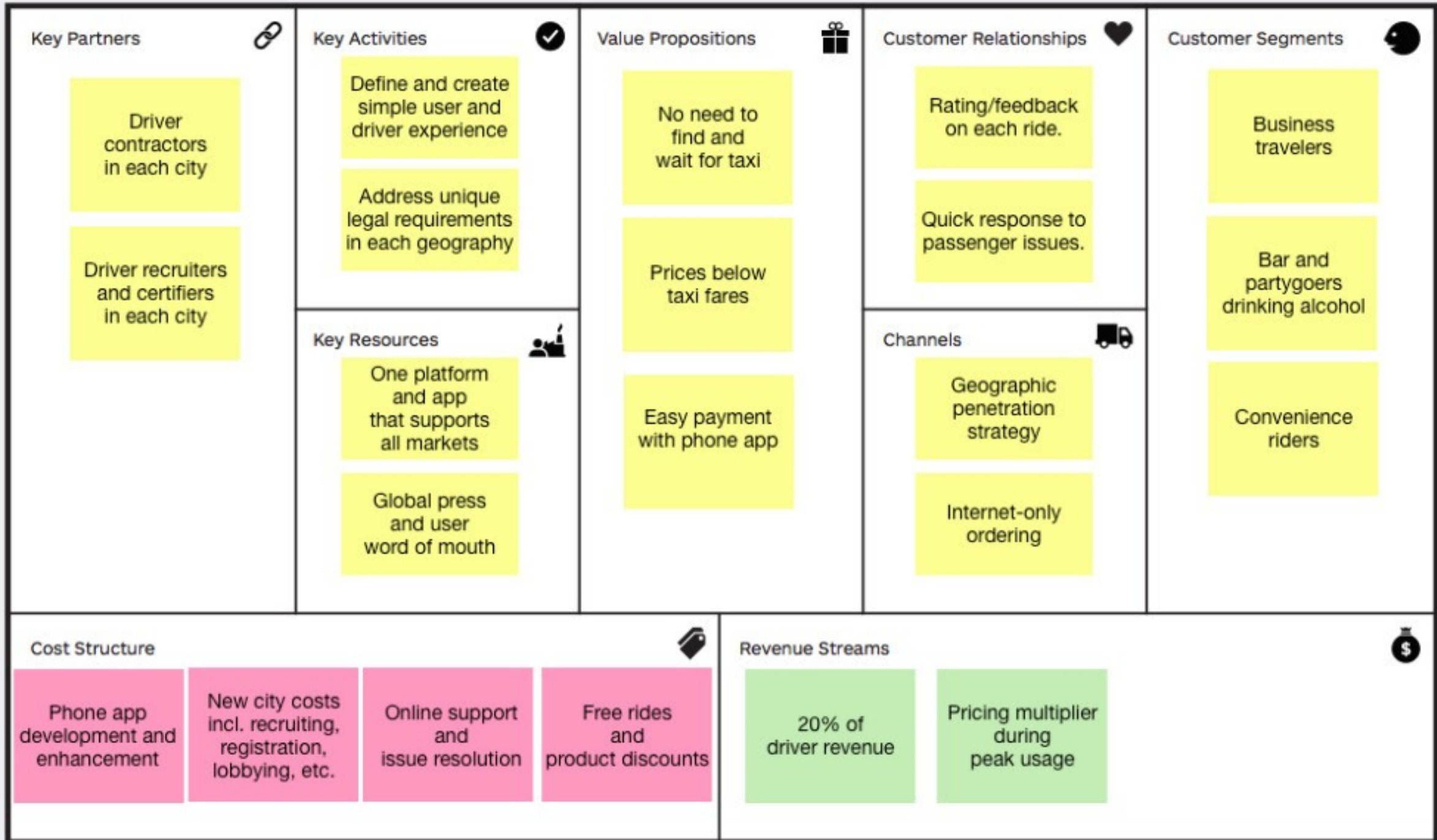
From Business model to Marketing and vice versa



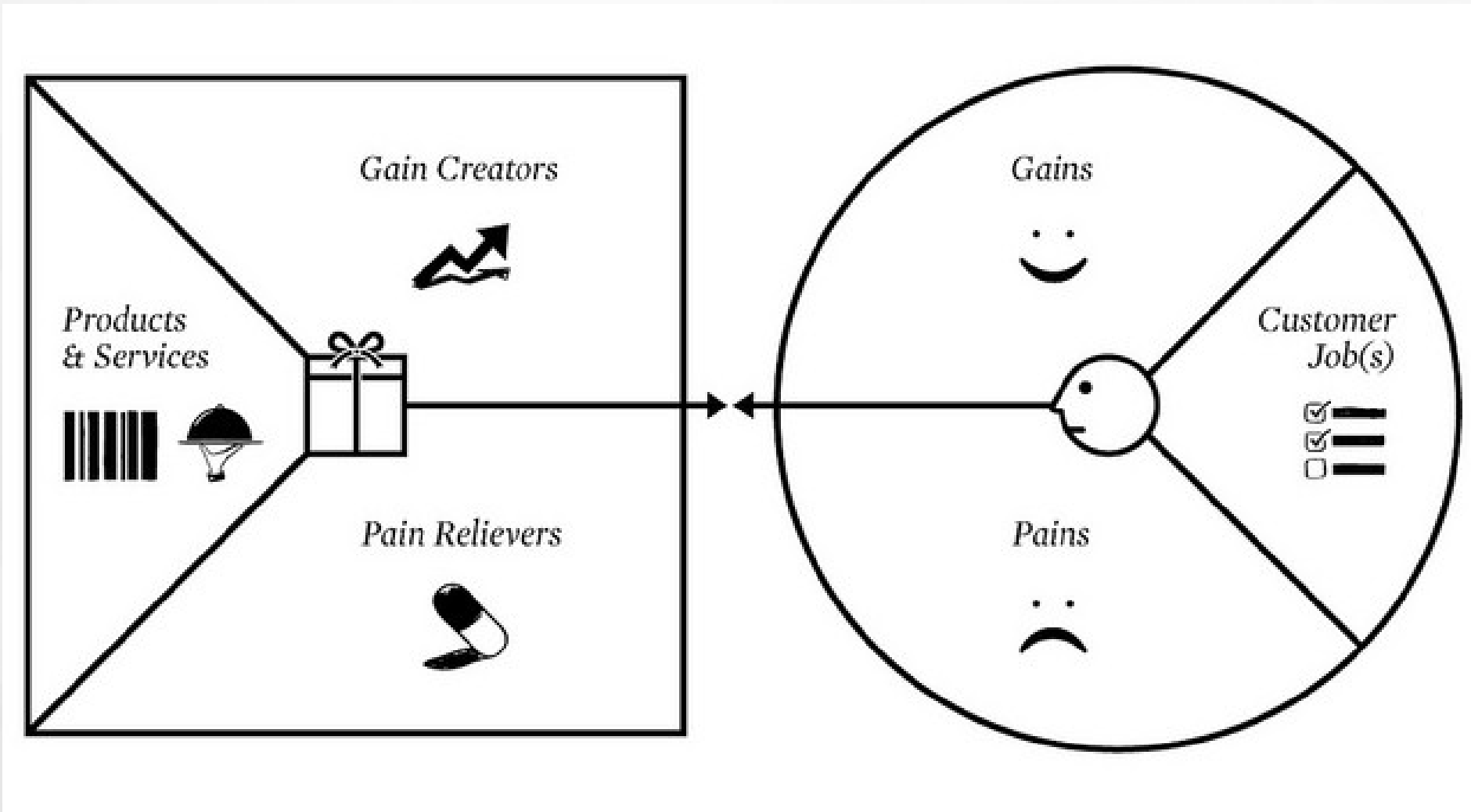
Lean Canvas

<p>PROBLEM <i>List your top 1-3 problems.</i></p> <p>EXISTING ALTERNATIVES <i>List how these problems are solved today.</i></p>	<p>SOLUTION <i>Outline a possible solution for each problem.</i></p>	<p>UNIQUE VALUE PROPOSITION <i>Single, clear, compelling message that states why you are different and worth paying attention.</i></p> <p>HIGH-LEVEL CONCEPT <i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i></p>	<p>UNFAIR ADVANTAGE <i>Something that cannot easily be bought or copied.</i></p>	<p>CUSTOMER SEGMENTS <i>List your target customers and users.</i></p> <p>EARLY ADOPTERS <i>List the characteristics of your ideal customers.</i></p>
<p>COST STRUCTURE <i>List your fixed and variable costs.</i></p>		<p>REVENUE STREAMS <i>List your sources of revenue.</i></p>		



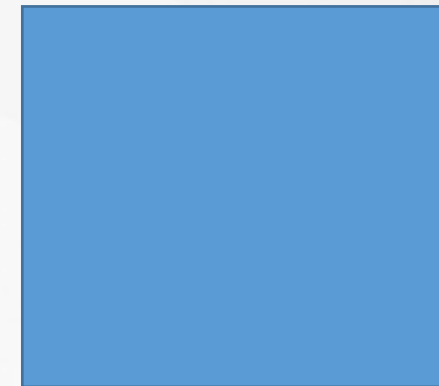
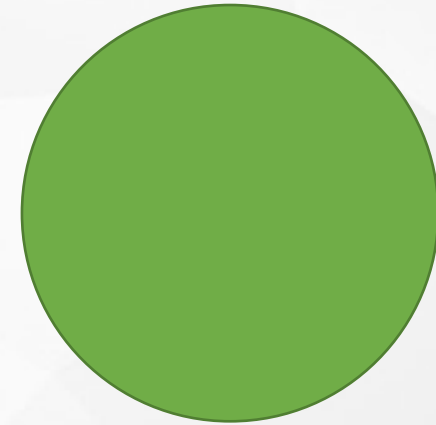


Value Proposition Canvas



Completing your canvas in 9 easy steps

- 1) Choose your segment
- 2) Identify consumer jobs
- 3) Identify pains
- 4) Identify gains
- 5) Prioritize
- 6) Write down the list of products
- 7) Describe pain relievers
- 8) Describe gain creators
- 9) Prioritize



1) Choose your segment

- Choose segment which you want to serve
- Segment has to be representative
 - Large enough
- There is internal homogeneity and external heterogeneity



2) Identify consumer jobs

- Ask yourself a question: What are my customers trying to accomplish?
- Map all their tasks – each of them is one postit



3) Identify pains

- What limitations and problems are your customers facing?
- Include risks as well



4) Identify gains

- What gains your customers want to get?
- What would make their lives easier?



5) Prioritize

- Put the jobs, pains and gains in order:
- JOBS: Important -> Inessential
- PAINS: Extreme -> Slight
- GAINS: Necessary -> Nice to have



6) Write down the list of products

- All existing goods and services

7) Describe pain relievers

- How you solve your customers problem



8) Describe gain creators

- What benefits do you deliver now

9) Prioritize

- Put the products, pain relievers and gain creators in order from most important to inessential

