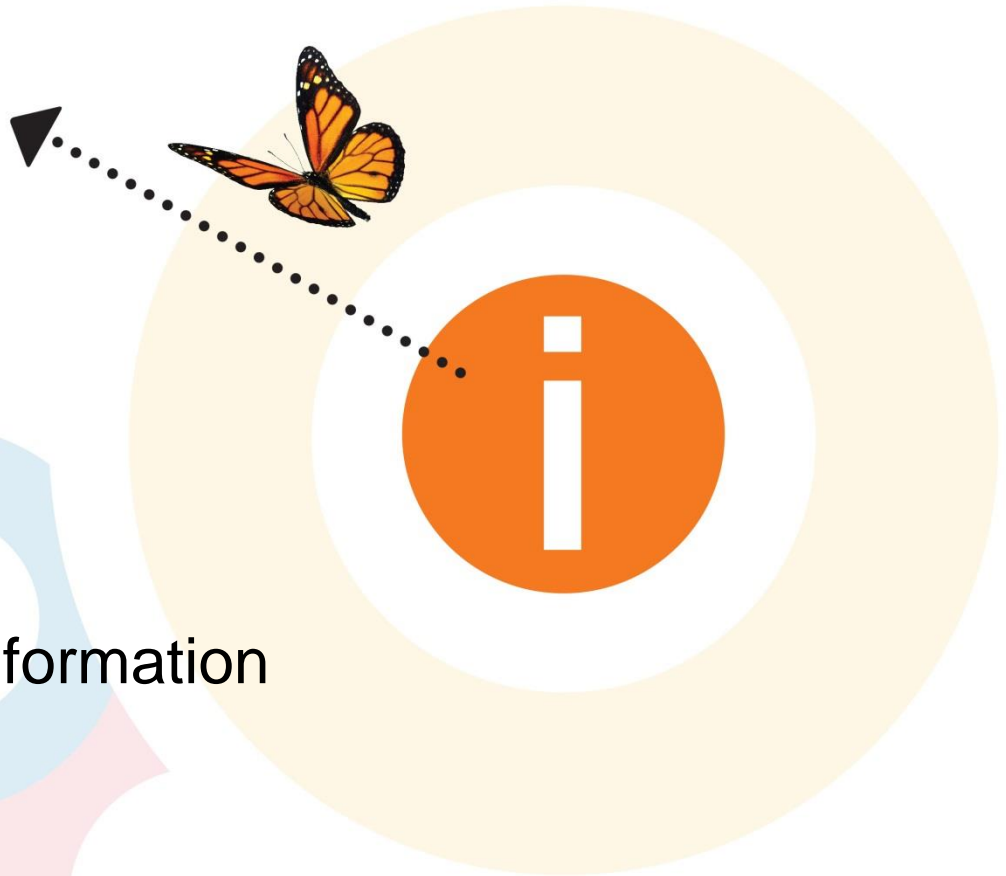




# Innovation & Enterprise Programme

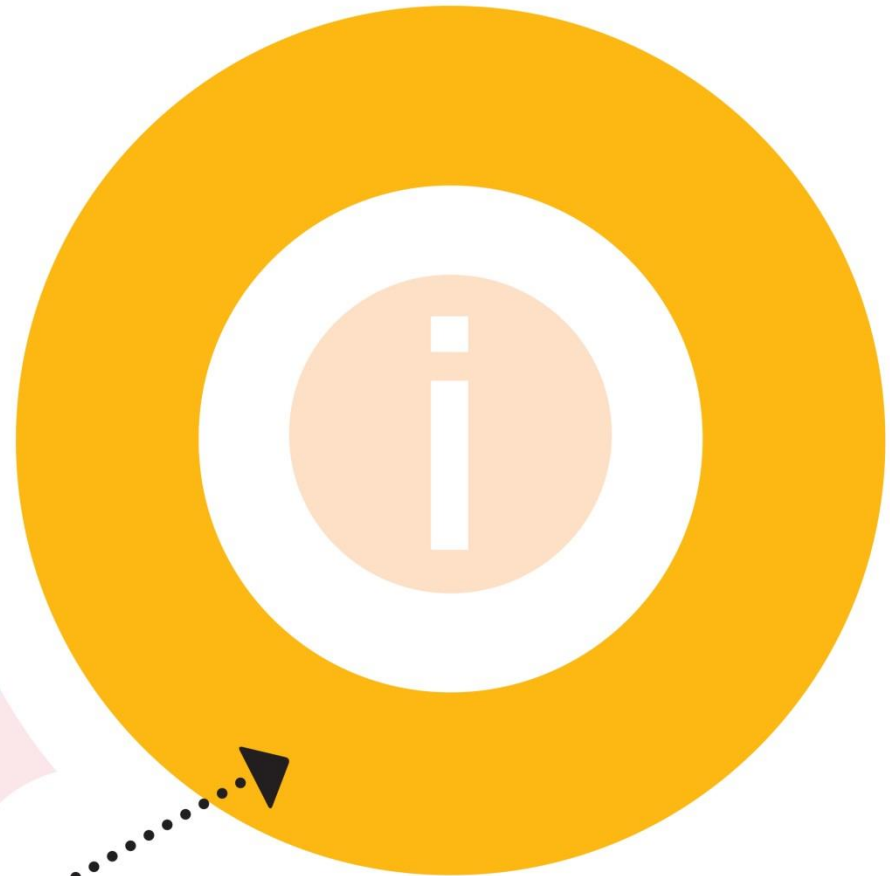
# Inside Out

- Skills and expertise
- Problem solving
- Empathy
- Good communication
- Collaboration
- Dealing with limited information
- Team player



# Outside In

- Market trends
- Changes in technology
- Friends and family
- Things that annoy you
- Social trends
- Scientific progress
- Political trends



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# The Innovators DNA



**INSIDE OUT** : Problem solving •  
Empathy Good communication •  
Collaboration  
Dealing with limited information  
Teampayer : Skills and expertise

## OUTSIDE IN

Market trends • Changes in technology  
Friends and family • Social trends  
Scientific progress • Political trends  
Things that annoy you



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# The Innovators DNA



**INSIDE OUT : Personal creativity •**  
Problem solving • Empathy Good  
communication • Collaboration  
Dealing with limited information  
Teampayer : Skills and expertise

**OUTSIDE IN : HIGHER CREATIVITY**  
Market trends • Changes in technology  
Friends and family • Social trends  
Scientific progress • Political trends  
Things that annoy you ;



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# Three stages

- Discovery
- Planning and pursue
- Launch and grow

# Design Thinking

- Observe - HEAR
- Insight development - CREATE
- Customer empathy and profiling
- Ideation
- Build a prototype
- Capability assessment/business model  
DELIVER

# Crafting a Value Proposition

Where your product or service offering interacts with your customer's needs.

The magic fit between **what** you make and offer and **why** people want to buy it

Used well it can be very persuasive



# Value proposition canvas

Initial triangle of analysis – the what and the why

Not enough to identify who your customers are. Need to know their daily habits. Their needs, goals and ambitions

Need to know the most important features of your product and service and why they are valued

# Customer jobs

What kind of activities relate to your product and service? Activities your potential customer may carry out on a daily/weekly/monthly basis.

For example : weekly grocery shop

# Customer Pains

Problems, hurdles, undesired situations or things they may have had to adapt.

For example : time it takes to prepare for and carry out weekly grocery shop

Pain they didn't know they had - iPod

# Customer Gains

What benefits your customers will gain  
If they use your products and services  
when doing the activities/customer jobs

For example : using your app, which  
generates a weekly shopping list that  
reduces the time involved in the activity

# Value Proposition : Products and Services

What you supply to help your customer carry out their jobs/activities with less pain and more gain

Key features

# Value Proposition : Pain relievers

How are you helping them with the pain

For example – app generated shopping  
list that saves time and money

# Value Proposition : Gain creators

What do they gain – save time/money

You are moving towards a product or service fit with the market. The what you do fits with the why you do it.

Potential for impact/revenue so then look to the **how**

# Crafting your value proposition

Not a substitute for a brand but a powerful messaging tool

Key part of your business model foundations.

Gets you to Minimum Viable Clarity



# Testing your MVC

Building experiments – suggestion you do this before you commit too much to the how or left hand side of the canvas

Build – measure- learn