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# Emprendimiento e Innovación

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*Value Proposition Design*

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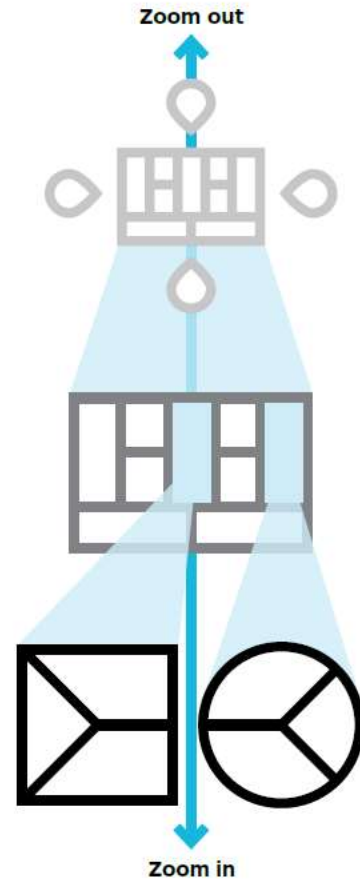


## An Integrated Suite of Tools

The Value Proposition Canvas is the tool at the center of this book. It makes value propositions visible and tangible and thus easier to discuss and manage. It perfectly integrates with the Business Model Canvas and the Environment Map, two tools that are discussed in detail in *Business Model Generation*,\* the sister book to this one. Together, they shape the foundation of a suite of business tools.

The Value Proposition Canvas zooms into the details of two of the building blocks of the Business Model Canvas.

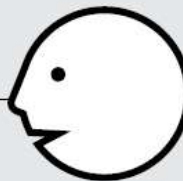
\**Business Model Generation*, Osterwalder and Pigneur, 2010.



The **Environment Map** helps you *understand the context in which you create.*

The **Business Model Canvas** helps you *create value for your business.*

The **Value Proposition Canvas** helps you *create value for your customer.*



## Create Value

The set of value proposition **benefits** that you **design** to attract customers.

### DEF-I-NI-TION

#### VALUE PROPOSITION

*Describes the benefits customers can expect from your products and services.*

## Observe Customers

The set of customer **characteristics** that you **assume, observe, and verify** in the market.



# Refresher: The Business Model Canvas

Embed your value proposition in a viable business model to capture value for your organization. To do so, you can use the Business Model Canvas, a tool to describe how your organization creates, delivers, and captures value. The Business Model, and Value Proposition Canvas perfectly integrate, with the latter being like a plug-in to the former that allows you to zoom into the details of how you are creating value for customers.

The refresher of the Business Model Canvas on this spread is sufficient to work through this book and create great value propositions. Go to the online resources if you are interested in more or get Business Model Generation,\* the sister publication to this book.

**Customer Segments**  
are the groups of people and/or organizations a company or organization aims to reach and create value for with a dedicated Value Proposition.

**Value Propositions**  
are based on a bundle of products and services that create value for a Customer Segment.

**Channels**  
describe how a Value Proposition is communicated and delivered to a Customer Segment through communication, distribution, and sales Channels.

**Customer Relationships**  
outline what type of relationship is established and maintained with each Customer Segment, and they explain how customers are acquired and retained.

**Revenue Streams**  
result from a Value Proposition successfully offered to a Customer

Segment. It is how an organization captures value with a price that customers are willing to pay.

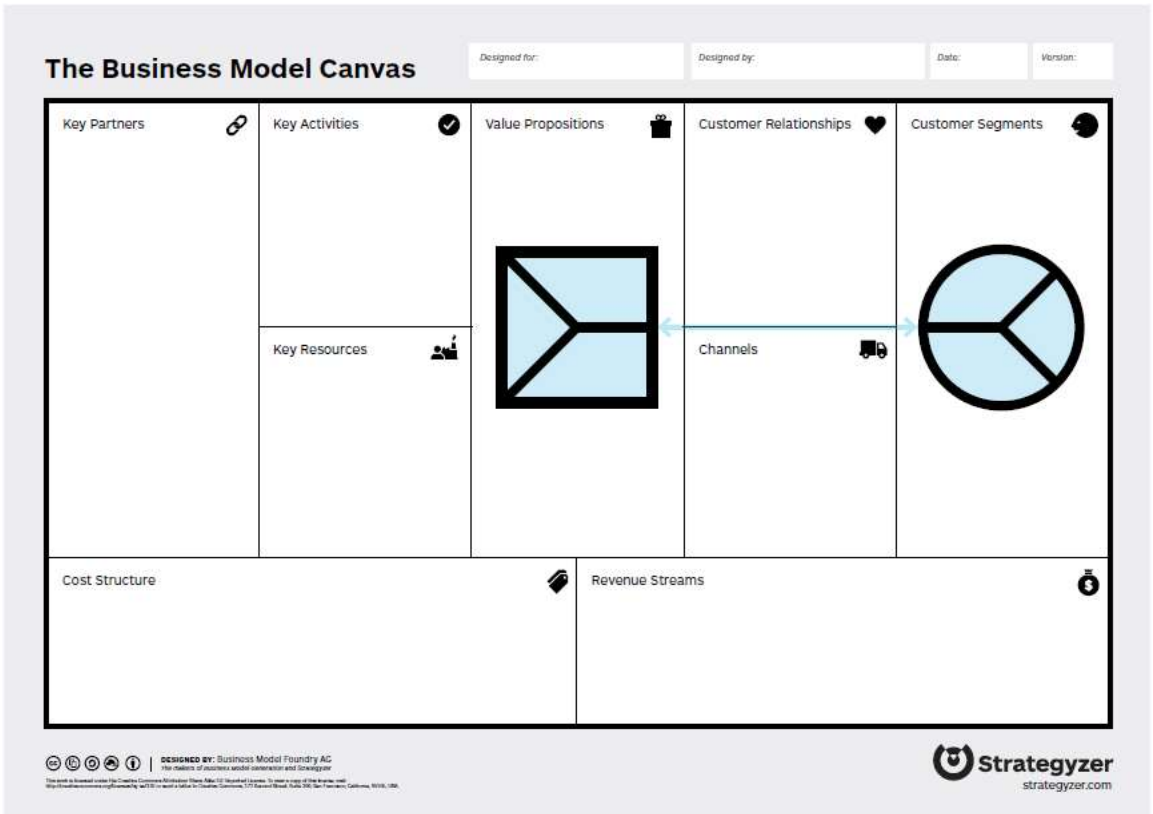
**Key Resources**  
are the most important assets required to offer and deliver the previously described elements.

**Key Activities**  
are the most important activities an organization needs to perform well.

**Key Partnerships**  
shows the network of suppliers and partners that bring in external resources and activities.

**Cost Structure**  
describes all costs incurred to operate a business model.

**Profit**  
is calculated by subtracting the total of all costs in the Cost Structure from the total of all Revenue Streams.



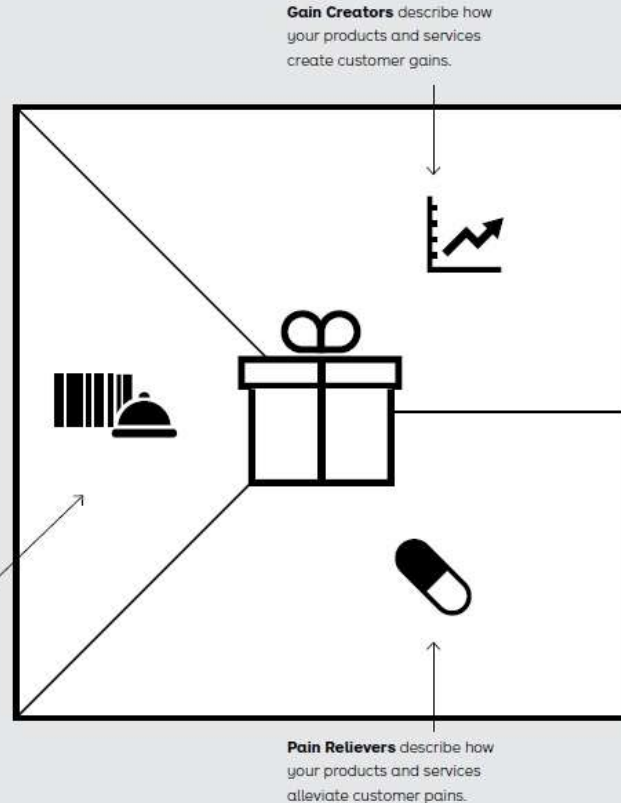
\*Business Model Generation (2010), Osterwalder and Pigneur

Download detailed Business Model Canvas Explanation and the Business Model Canvas pdf

## Value Map

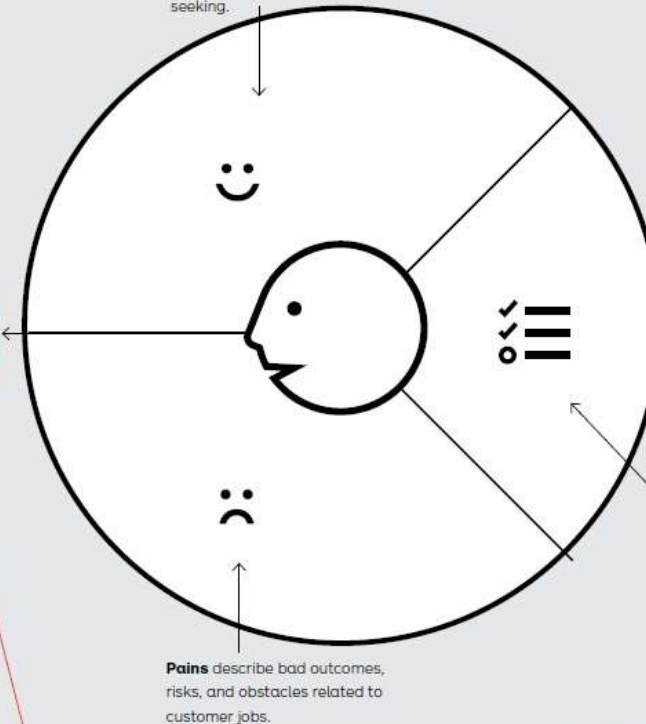
The Value (Proposition) Map describes the features of a specific value proposition in your business model in a more structured and detailed way. It breaks your value proposition down into products and services, pain relievers, and gain creators.

This is a list of all the **Products and Services** a value proposition is built around.



Fit

**Gains** describe the outcomes customers want to achieve or the concrete benefits they are seeking.



## Customer Profile

The Customer (Segment) Profile describes a specific customer segment in your business model in a more structured and detailed way. It breaks the customer down into its jobs, pains, and gains.

You achieve **Fit** when your value map meets your customer profile—when your products and services produce pain relievers and gain creators that match one or more of the jobs, pains, and gains that are important to your customer.

How to create products and  
services customers want.  
Get started with...

# Value Proposition Design

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