

Workshop: Value Proposition Design – Creating products and services that customers want

Over two half days, delegates will be able to organise information about what customers want in a simple way that makes the patterns of value creation easily visible. They will be able to design products and services that directly target customers' most pressing and important requirements, isolate and address customer pains, and demonstrate customer gains.

The workshop makes full use of the proven methodology introduced in the global best-selling book Value Proposition Design from Strategyzer AG. Companies will complete a Value Proposition Canvas, using a customer profile to clarify understanding of the customer situation and a value map to describe and create value for that customer. There will be opportunities to describe several customer segments, for those companies that have multiple market opportunities, and reduce uncertainty in both product development and market entry.

The EIC Academy offers multiple workshops for small companies funded by the EIC pilot - [see the calendar](#).

Comments from previous workshops...

"Tempo was very good. Also, the way of working with both theory and practice for each step.

"Learning and doing the Canvas model is a must!"

"Very useful..."

21-22 November, Amsterdam

Register

Who should attend?

The workshop is aimed at companies funded by the European Innovation Council (EIC) pilot.. Companies developing their market offer, channels and partners will gain a lot through participation. Attendees will be members of the senior management team who are responsible for fast and sustainable growth throughout their companies and wish to ensure that their business strategy and tactics are the most effective and innovative, and adequately reflect market needs and trends.

Bring your coach!

We highly recommend inviting your coach, to maximise the impact on your business. When business and organisational development are part of the coaching plan, your coach may attend to work with you through these topics. We will issue a separate coaching contract for that.

MORE INFORMATION

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What will you learn?

Delegates will learn to improve or invent value propositions – the benefits customers can expect from products and services. During the workshop, SMEs build a value map of products and services, and a customer profile, and by fitting the two together, generate one or more value propositions for testing and implementation.

- What customer segments and customer types do you focus on?
- How to identify your customers' most pressing needs and expectations?
- Can you clearly explain your solution? – Map your Value Proposition idea
- Why would customers care about your solution? – Check for Fit
- What should you change and how? – Improve your Idea
- Are you setting yourself up for a costly failure? – Test and Derisk

Delegates will be able to map their value propositions, showing how they intend to create value for customers, and how the proposition will fit customer needs. The competition will be assessed, and existing products/services investigated for potential improvements and innovations.

Delegates will map their value propositions, showing how they intend to create value for customers, and how the proposition will fit customer needs. The competition will be assessed, and existing products/services investigated for potential improvements and innovations. The module will also provide valuable case studies and ideas on how to identify opportunities – known and unknown – and reduce uncertainty in both product development and market entry.

The EIC Academy has developed additional elements for this workshop to reflect the particular commercialisation situation of EIC pilot participants and will be using EIC coaches, with their in-depth knowledge, to help deliver this value proposition workshop. The module provides a fast and effective way to understand your customers' needs, and design the products and services they want now, and in the future.

It works in conjunction with the Business Model Canvas Academy session held the previous day to this module.

Agenda

Day one 13:00 to 17:30

Delegates are invited to present their own business situation, and their general and specific challenges in respect of human resources, skills and knowledge. Delegates will then get insight in the Value Proposition Design methodology. They will learn how to design value propositions that customers truly care about, by identifying their customers' most pressing needs and expectations, and by predicting the evolution of these needs and expectations in the near future. Furthermore, they will learn how to design and test the matching value propositions around their core technology, with Design Thinking methodologies.

Day one 19:30 to 22:00

Informal networking dinner for all delegates, the workshop presenters, coaches and local EIC pilot supporters.

Day two 08:00– 12:30

Using the Value Proposition Canvas as a foundation, SME teams will work together in groups, discussing and applying the results of the first day to their specific products and services. Firstly, by mapping their business specific customer profiles and value propositions and secondly by prioritising the features for a first Minimal Viable Product and defining the main assumptions that should be tested first. Additionally, EIC coaches will facilitate, help explore ideas, and keep the value propositions in line with market issues, market segments, customer needs and demands, costs and sales. Specific examples are presented and discussed, and delegates can explore how these may be implemented within their own organisations.

MORE INFORMATION

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After the event

Delegates will receive a full copy of all the presentation materials, plus the following support materials, specially developed to complement this Academy training module:

- Value Proposition Design Handbook

About the trainer

The sessions will be led by [Peter Maarten Westerhout](#), who is co-founder and Managing partner at TimeLabz in Amsterdam. He helps management teams of mid-market companies to create a clear vision in the new digital economy, and to design and kick-start the new business model with which they can be successful in it. He holds an Msc. In Electrical Engineering, from Delft University and built a career with KPN (Royal Dutch Telecom) in business management, product innovation and new business development.

Logistics

The workshop will be delivered to an audience of 10-15 companies (with coaches ≈ 20 attendees), over a two-day midday-to-midday period.

Date: 21–22 November 2018

***Location:** Netherlands Chamber of Commerce, De Ruijterkade 5, 1013 AA Amsterdam, Holland

Hotels: Near the location, there are many hotels, at all price levels

* This address may change. In that case you will be promptly notified.

Registration

Attendance is restricted to small companies funded by the EIC pilot. EASME reserves the right to restrict participation. There is no cost for attendance, but places will be limited to one per SME, and we expect that only senior employees of the company will be proposed as attendees. To register, please use the [SME dashboard](#), where you will find an application form. Should this session be fully booked, we will inform you about future repetitions.

Additional information

Please contact the EIC Academy (contact@phase3-services.eu) if you have any queries on this workshop, or on other events presented by the EIC Business Acceleration Services.

Workshop: Value Proposition Design, by the EIC Academy, Jordy Egging, co-founder TimeLabz.

Register

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