How to create a Unique Value Proposition

Sam Apata
Convener, 67CEOs Foundation
Lead Host, MegaPitchFest
Founder, Apata Concepts

67CEOs
INSPIRING POSSIBILITY THINKING

Apata CONCEPTS

sam@apata.co.za

MEGA PITCH FEST 2021
VIRTUAL ONLY

A high impact Pan-African small, medium and micro enterprise (SMME) development and support community.

$10,000 USD will be awarded to a winning entrepreneur in each 54 African countries.

An initiative of 67CEOs Foundation

Table of contents

Experience efficacy creates value.

Nathan Kinch

INSPIRING POSSIBILITY THINKING

sam@apata.co.za

A high impact Pan-African small, medium and micro enterprise (SMME) development and support community.

$10,000 USD will be awarded to a winning entrepreneur in each 54 African countries.

An initiative of 67CEOs Foundation

What do we mean by Value?

People choose to hire or fire products and services, within their situational context, based on what they are actually trying to achieve. This is the thing they really care about, the higher purpose for which they choose a product or service, or as we've come to know it, the Job to be Done.

For an experience to be valuable it must enable people to achieve the objective they set out to achieve. This is experience efficacy.

Experience efficacy creates value.

Nathan Kinch

67CEOs
INSPIRING POSSIBILITY THINKING

Apata CONCEPTS
sam@apata.co.za

What is Value Proposition?

A value proposition is a promise of value designed by a company on how the benefit of product or service will be experienced. Value proposition goes deep into the problems you want to solve for people, and what makes you the right one for the job.

67CEOs
INSPIRING POSSIBILITY THINKING

Apata CONCEPTS
sam@apata.co.za

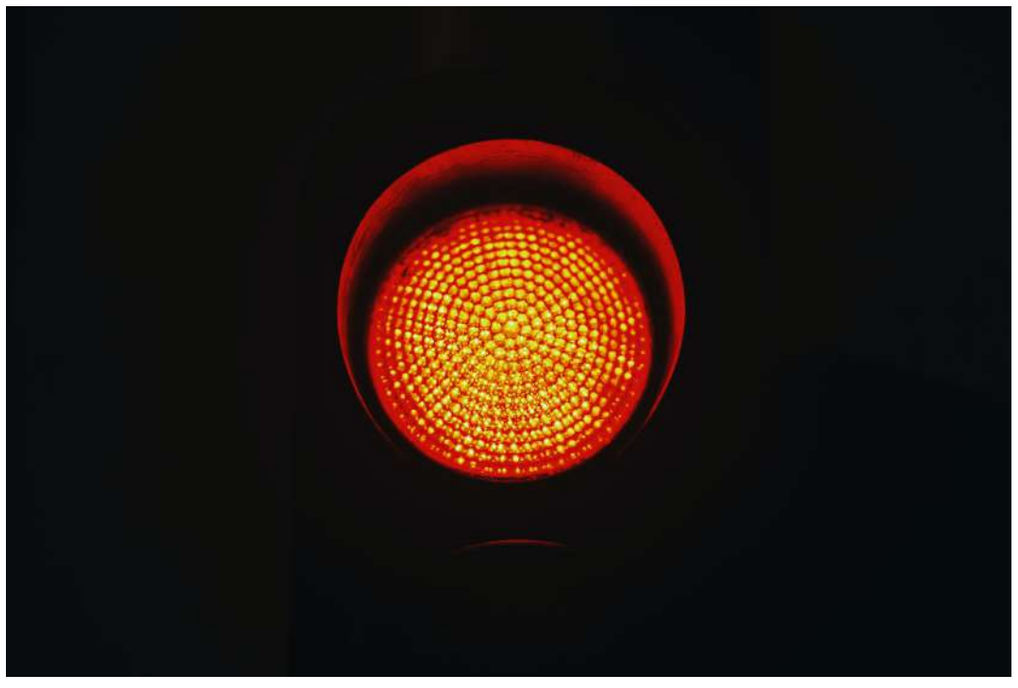
MEGA PITCH FEST 2021
A high impact Pan-African small, medium and micro enterprise (SMME) development and support community.
$10,000 USD will be awarded to a winning entrepreneur in each 54 African countries.
An initiative of 67CEOs Foundation

What Value Proposition is NOT?

A value proposition isn't just the product or service you deliver to the customer.

It's NOT a slogan, tagline, high-level mission statement.

Potential customers don't choose one business over the other based on above.



67CEOs
INSPIRING POSSIBILITY THINKING

Apata CONCEPTS
sam@apata.co.za

MEGA PITCH FEST 2021
A high impact Pan-African small, medium and micro enterprise (SMME) development and support community.
$10,000 USD will be awarded to a winning entrepreneur in each 54 African countries.
An initiative of 67CEOs Foundation

What is Value Proposition Canvas?

The Value Proposition Canvas is a **tool** used to ensure that a product or service is positioned around **what the customer values and needs**.

It is a detailed look at the relationship between two parts of the Business Model Canvas; customer segments and value propositions.

INSPIRING POSSIBILITY THINKING

Apata CONCEPTS
sam@apata.co.za

MEGA PITCH FEST 2021

A high impact Pan-African small, medium and micro enterprise (SMME) development and support community.

$10,000 USD will be awarded to a winning entrepreneur in each 54 African countries.

An initiative of 67CEOs Foundation

How can you describe your Business Model?

INSPIRING POSSIBILITY THINKING

sam@apata.co.za

A high impact Pan-African small, medium and micro enterprise (SMME) development and support community.

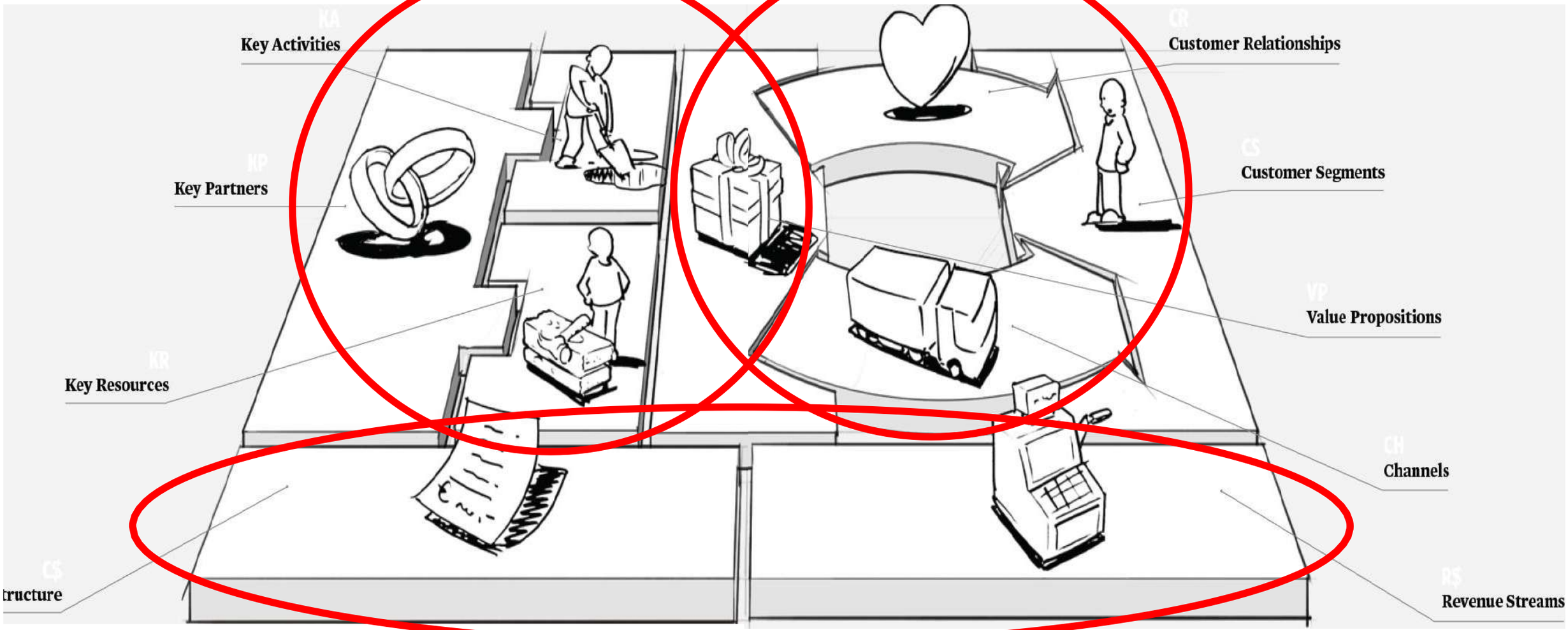
$10,000 USD will be awarded to a winning entrepreneur in each 54 African countries.

An initiative of 67CEOs Foundation

Business Model Canvas

Producing the offer

Serving the customer



The bottom line

INSPIRING POSSIBILITY THINKING

Apata CONCEPTS

sam@apata.co.za

MEGA PITCH FEST 2021

A high impact Pan-African small, medium and micro enterprise (SMME) development and support community.

$10,000 USD will be awarded to a winning entrepreneur in each 54 African countries.

An initiative of 67CEOs Foundation

Wa Mhani Productions Business Model

Key Partners

1. Mango supplier
2. Oil supplier
3. Container supplier
4. Spice supplier
5. Staff members
6. Sales agents
7. Courier companies

Key Activities

1. Manufacturing process
2. Production of 100 units of 1kg every Wednesday
3. Daily social media marketing
4. Taking orders from 7am -11am
5. Deliveries from 12noon

Key Resources

1. Mangoes
2. Containers
3. Mixer
4. Spices/ingredients/Oil
5. Bakkie/Bicycle
6. Laptop/Phone
7. Storage
8. Home office/factory

Value Propositions

Delivering quality and affordable Atchaar fast.

Customer Relationships

1. Getting constant feedback
2. Continual improvement
3. Company anniversary sales

Channels

1. Socials
2. Sales agents
3. Email
4. Scooter/bike
5. Truck/Bakkie

Customer Segments

1. Students
2. Informal traders
3. Households

Cost Structure

1. 60kg of Mango = R410
2. 20l of Oil = RR400
3. Spices = R150
4. 60 pieces of 1kg containers = R180
5. Data = R150/week
6. Founder salary R6,000/month
7. Rent R2500/month
8. Assistant R3,500/month

Revenue Streams

1. Selling atchaar
    1. 500g = R25
    2. 1kg = R45
    3. 2kg = R85
    4. 4kg = R150
    5. 10kg = R300
    6. 25kg = R600

The Value Proposition Canvas Explained.

Design products and services customers want

Strategyzer

INSPIRING POSSIBILITY THINKING

Apata CONCEPTS
sam@apata.co.za

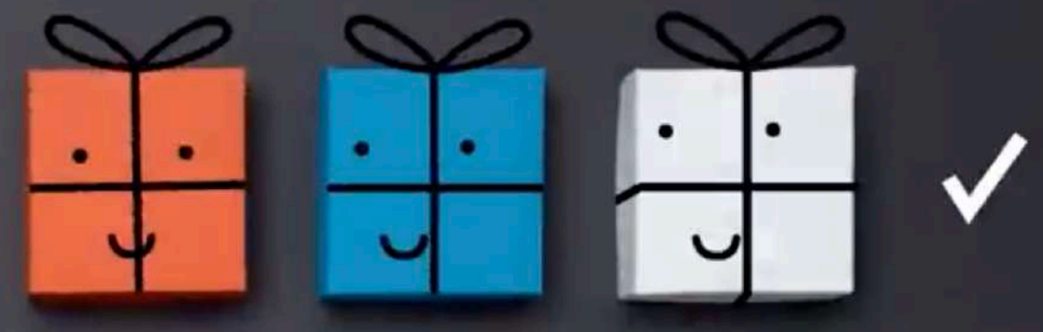
MEGA PITCH FEST 2021

A high impact Pan-African small, medium and micro enterprise (SMME) development and support community.

$10,000 USD will be awarded to a winning entrepreneur in each 54 African countries.

An initiative of 67CEOs Foundation

Customers don't care about 7 out of 10 products/services introduced to the markets.



7 out of 10

INSPIRING POSSIBILITY THINKING

Apata CONCEPTS

sam@apata.co.za

MEGA PITCH FEST 2021

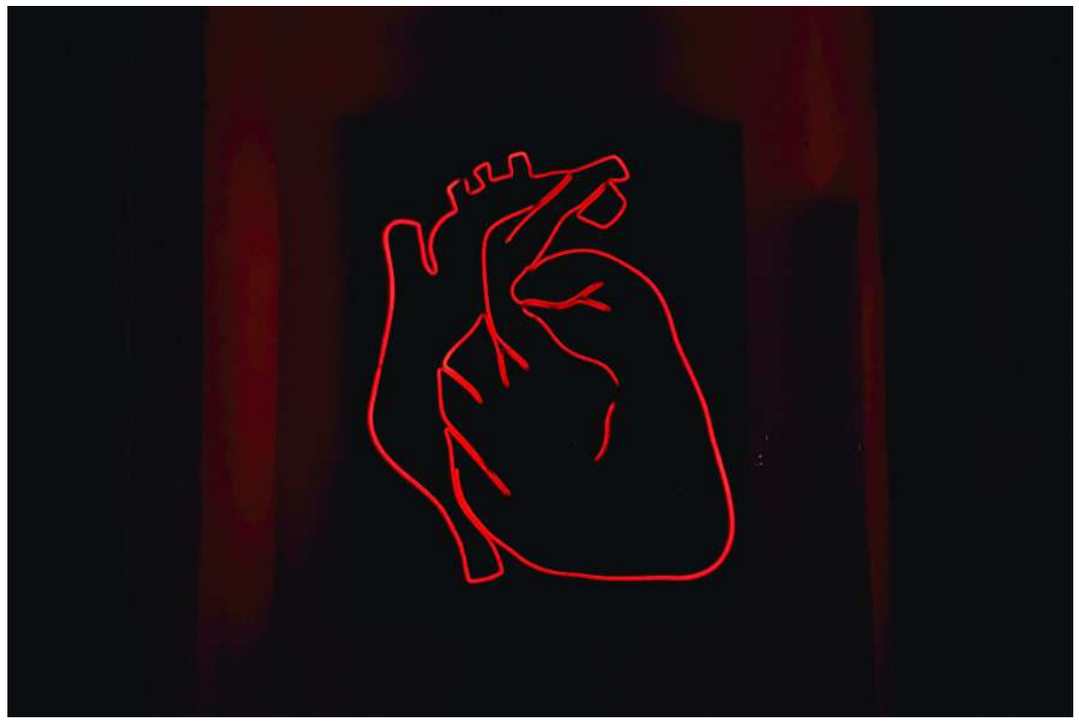
A high impact Pan-African small, medium and micro enterprise (SMME) development and support community.

$10,000 USD will be awarded to a winning entrepreneur in each 54 African countries.

An initiative of 67CEOs Foundation

What a GREAT Value Proposition does?

A great Value Proposition relieves PAIN and creates GAIN for customers.



67CEOs
INSPIRING POSSIBILITY THINKING

Apata CONCEPTS
sam@apata.co.za

MEGA PITCH FEST 2021

A high impact Pan-African small, medium and micro enterprise (SMME) development and support community.

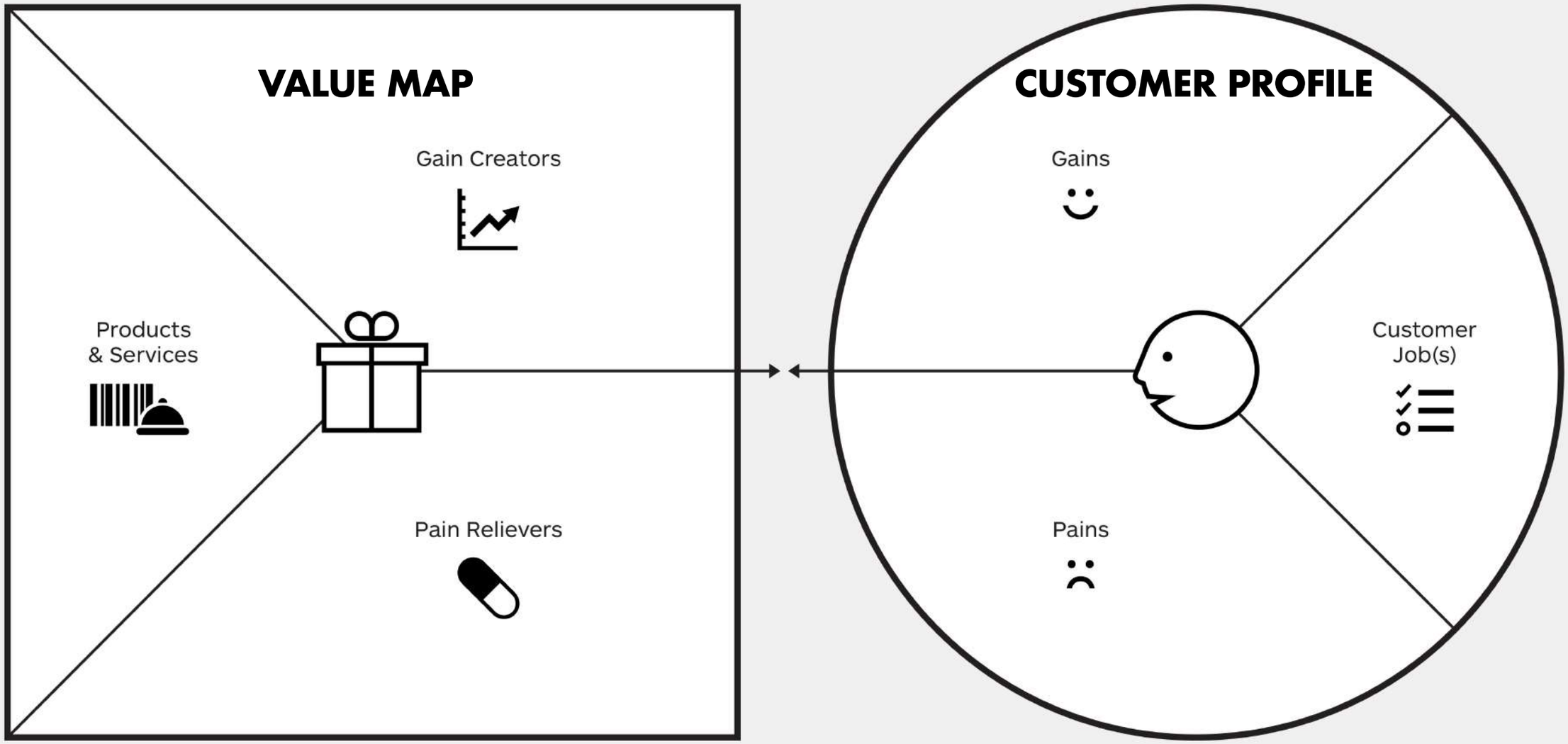
$10,000 USD will be awarded to a winning entrepreneur in each 54 African countries.

An initiative of 67CEOs Foundation

The Value Proposition Canvas

Value Proposition

Customer Segment



Strategyzer
strategyzer.com

67CEOs
INSPIRING POSSIBILITY THINKING

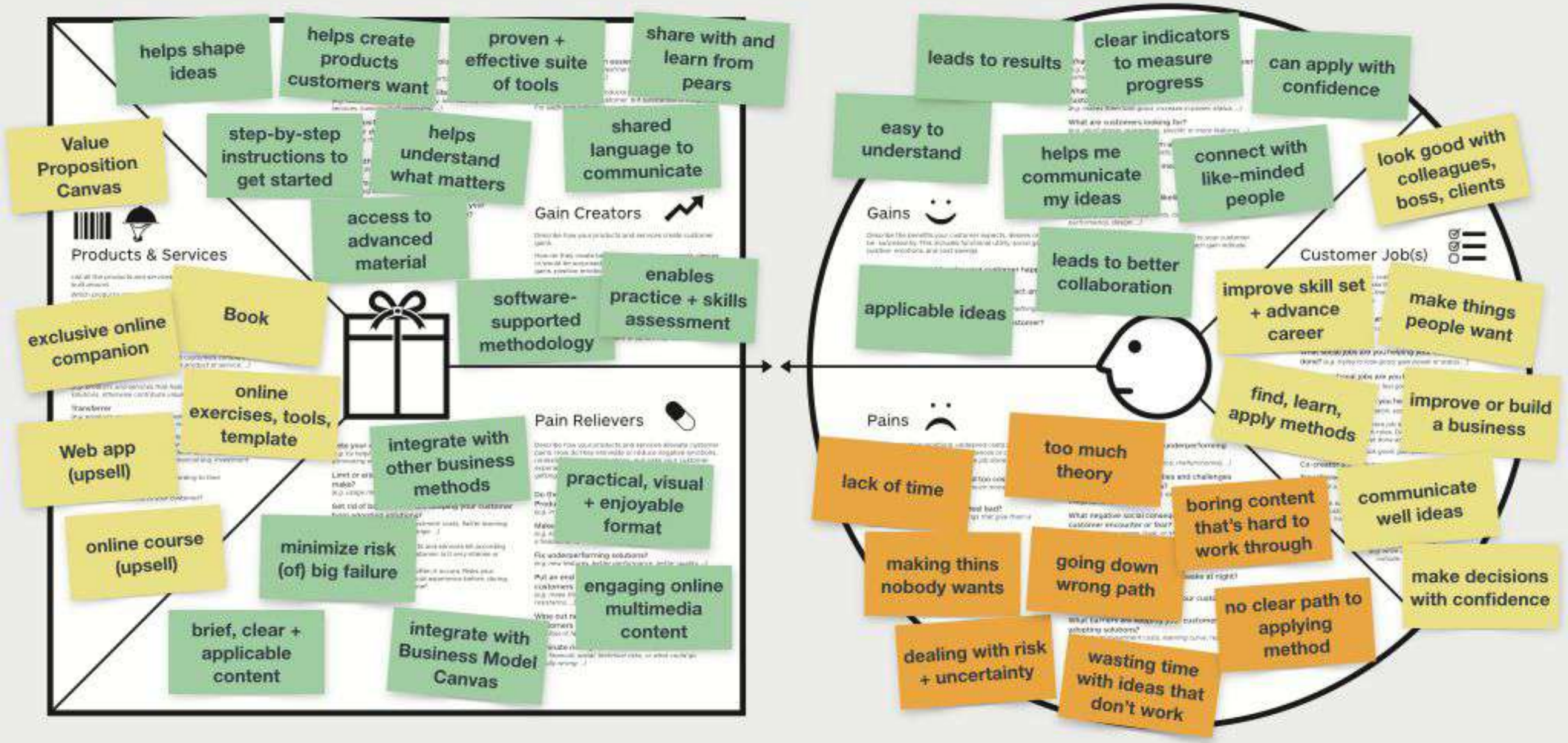
Apata CONCEPTS
sam@apata.co.za

MEGA PITCH FEST 2021
A high impact Pan-African small, medium and micro enterprise (SMME) development and support community.
$10,000 USD will be awarded to a winning entrepreneur in each 54 African countries.
An initiative of 67CEOs Foundation

The Value Proposition Canvas Sample

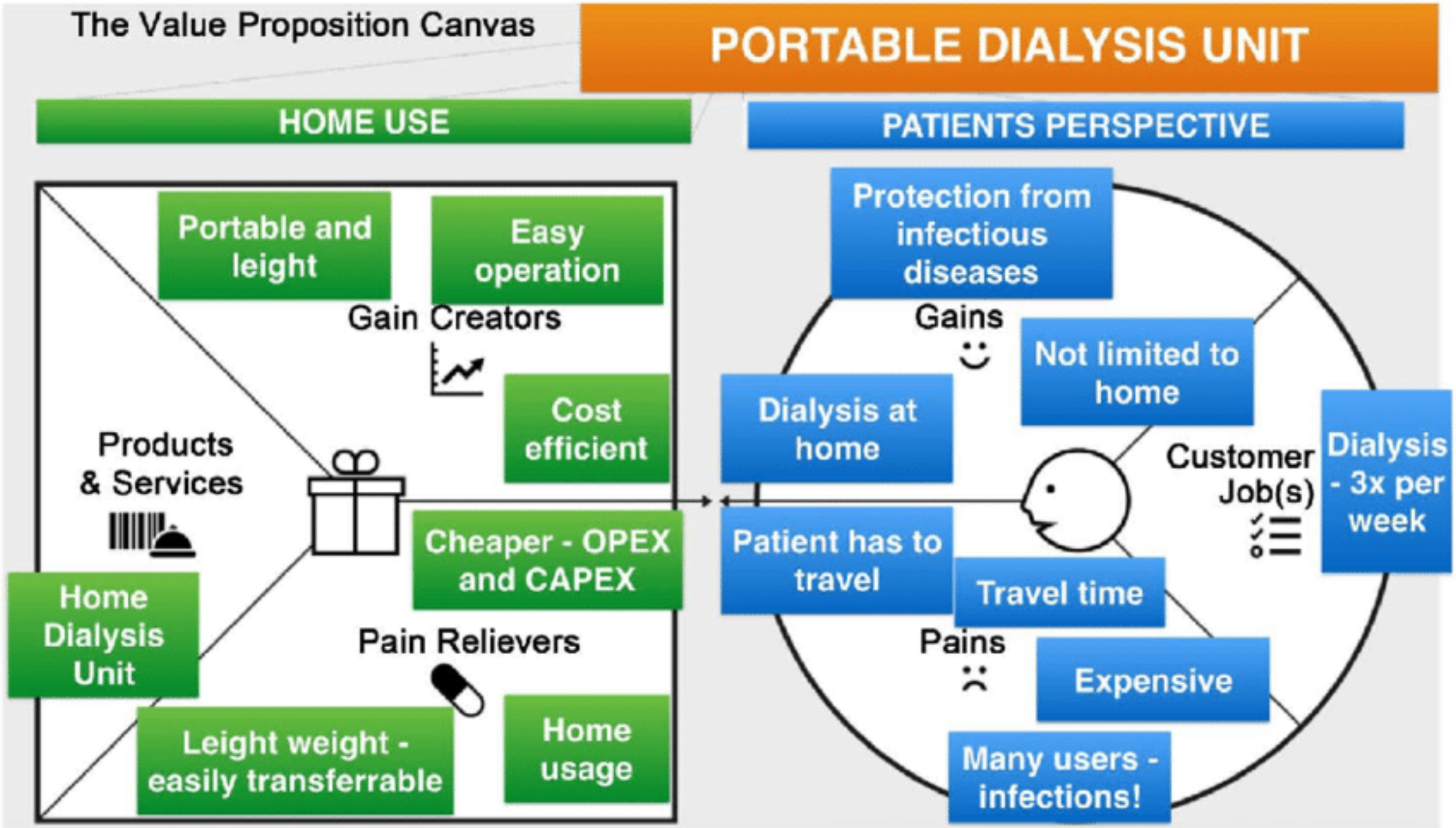
Value Proposition Value Proposition Design Methodology (Book, p. 44-45)

Customer Segment Business Book Reader (generic)



Strategyzer
strategyzer.com

Value Proposition Canvas Sample



INSPIRING POSSIBILITY THINKING

Apata CONCEPTS

sam@apata.co.za

MEGA PITCH FEST 2021

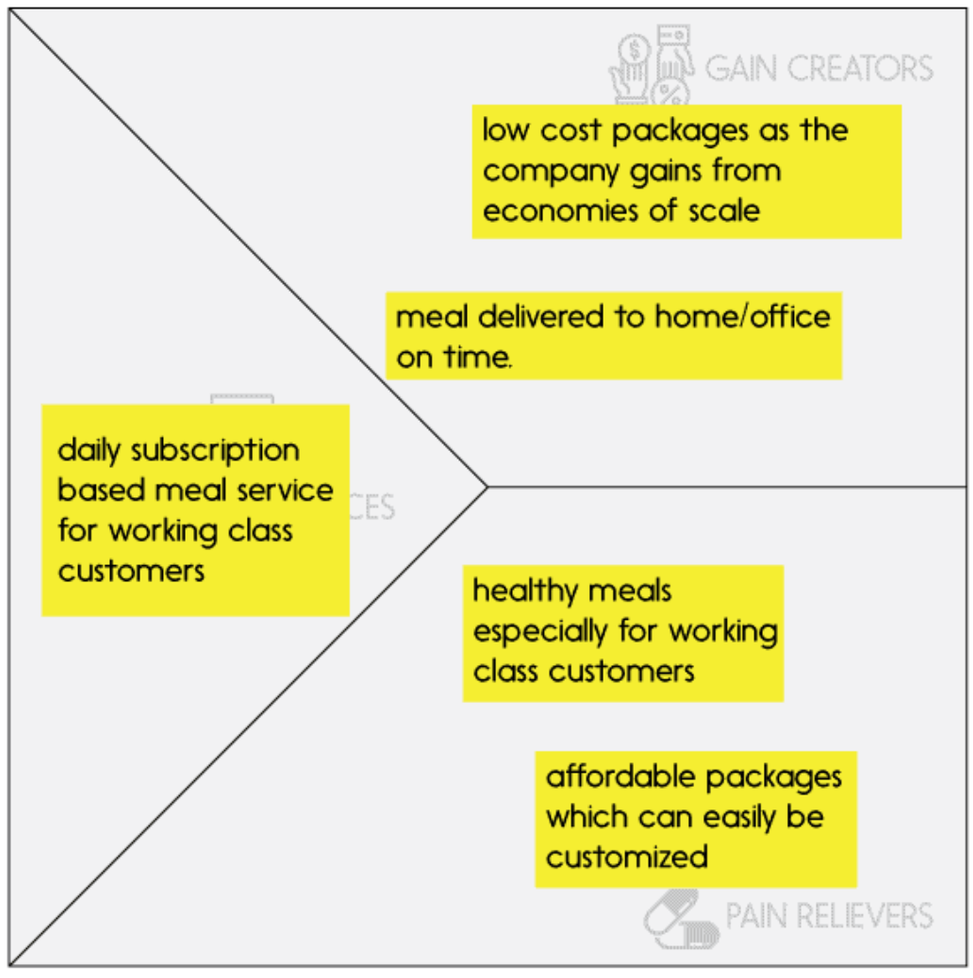
A high impact Pan-African small, medium and micro enterprise (SMME) development and support community.

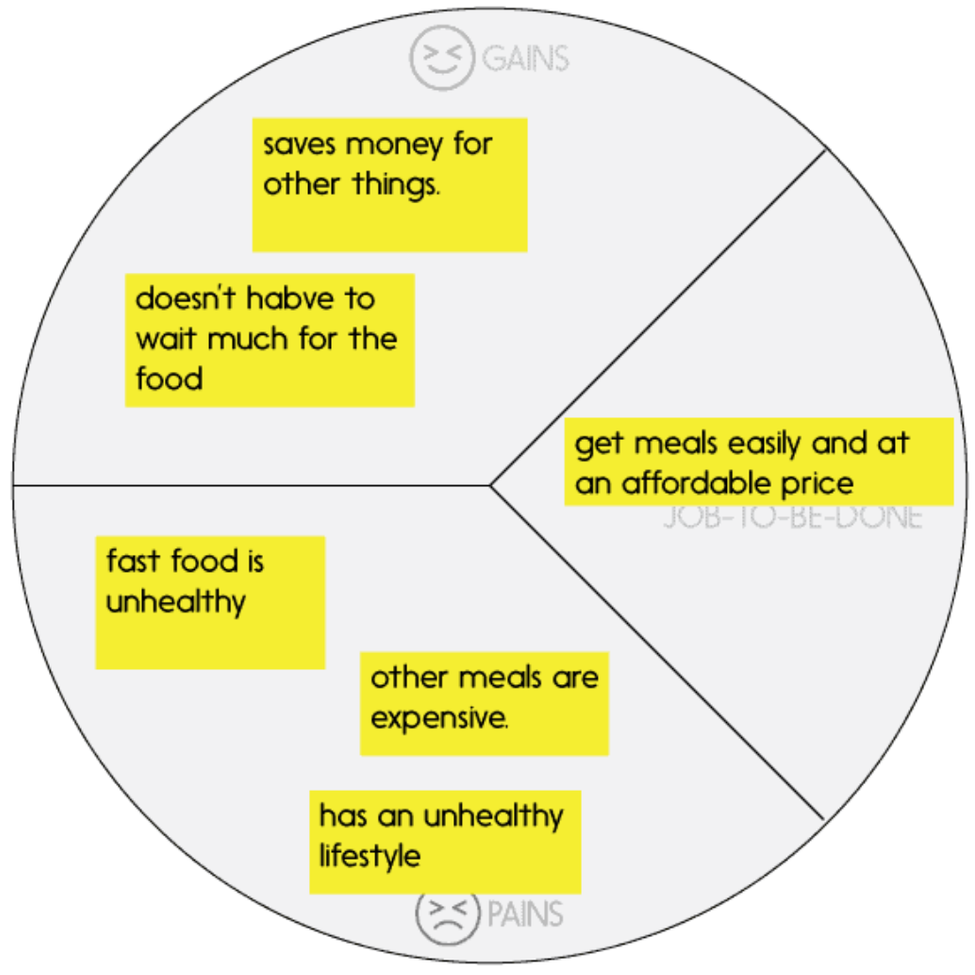
$10,000 USD will be awarded to a winning entrepreneur in each 54 African countries.

An initiative of 67CEOs Foundation

VALUE PROPOSITION CANVAS SAMPLE

Healthy meal for working class people





FEEDOUGH.com
The entrepreneurs' guide

67CEOs
INSPIRING POSSIBILITY THINKING

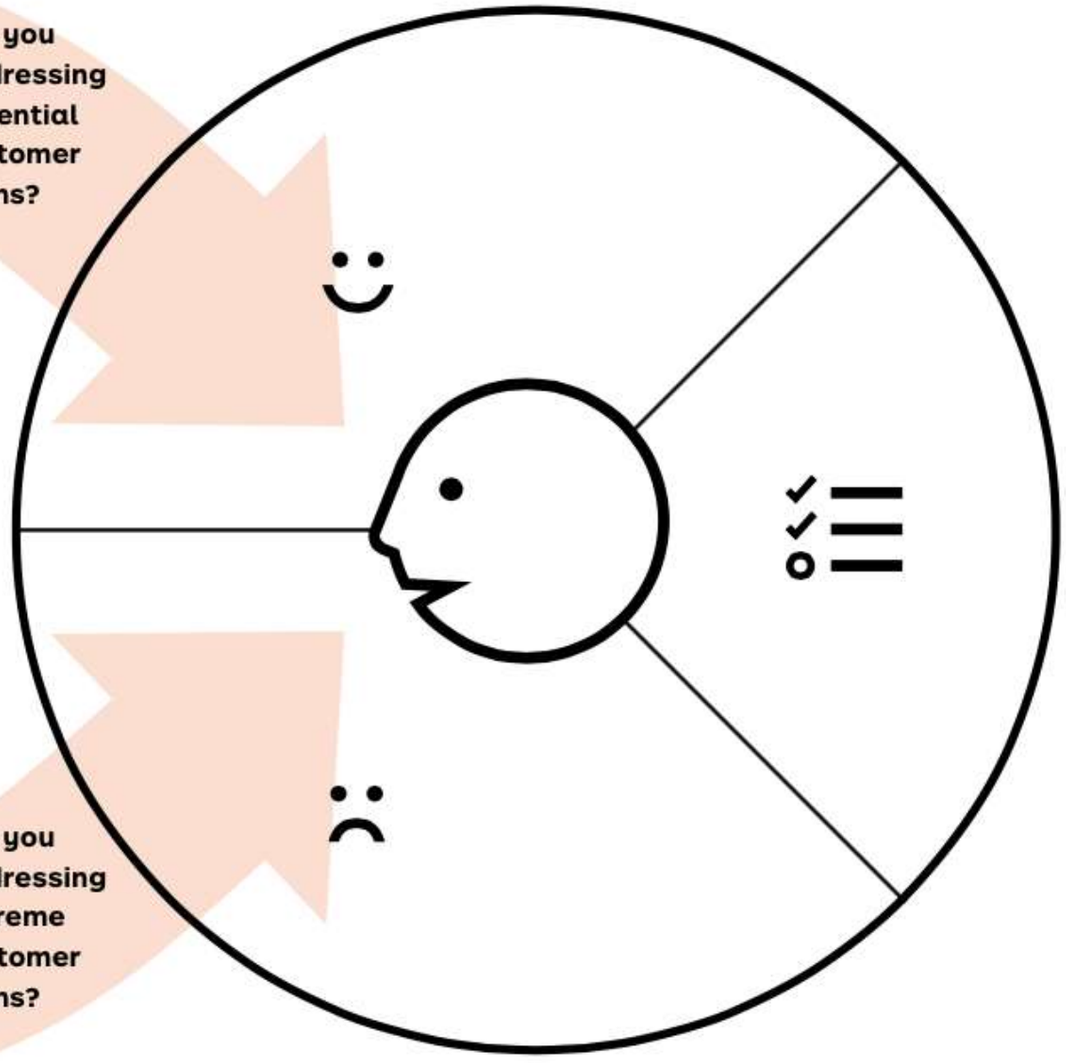
Apata CONCEPTS
sam@apata.co.za

MEGA PITCH FEST 2021
A high impact Pan-African small, medium and micro enterprise (SMME) development and support community.
$10,000 USD will be awarded to a winning entrepreneur in each 54 African countries.
An initiative of 67CEOs Foundation

Customers expect and desire a lot from products and services, yet they also know they can't have it all. Focus on those gains that matter most to customers and make a difference.

Are you addressing essential customer gains?

Fit



Are you addressing extreme customer pains?

Customers have a lot of pains. No organization can reasonably address all of them. Focus on those headaches that matter most and are insufficiently addressed.

INSPIRING POSSIBILITY THINKING

Apata CONCEPTS

sam@apata.co.za

MEGA PITCH FEST 2021

A high impact Pan-African small, medium and micro enterprise (SMME) development and support community.

$10,000 USD will be awarded to a winning entrepreneur in each 54 African countries.

An initiative of 67CEOs Foundation

THANK YOU!

Q&A

sam@apata.co.za