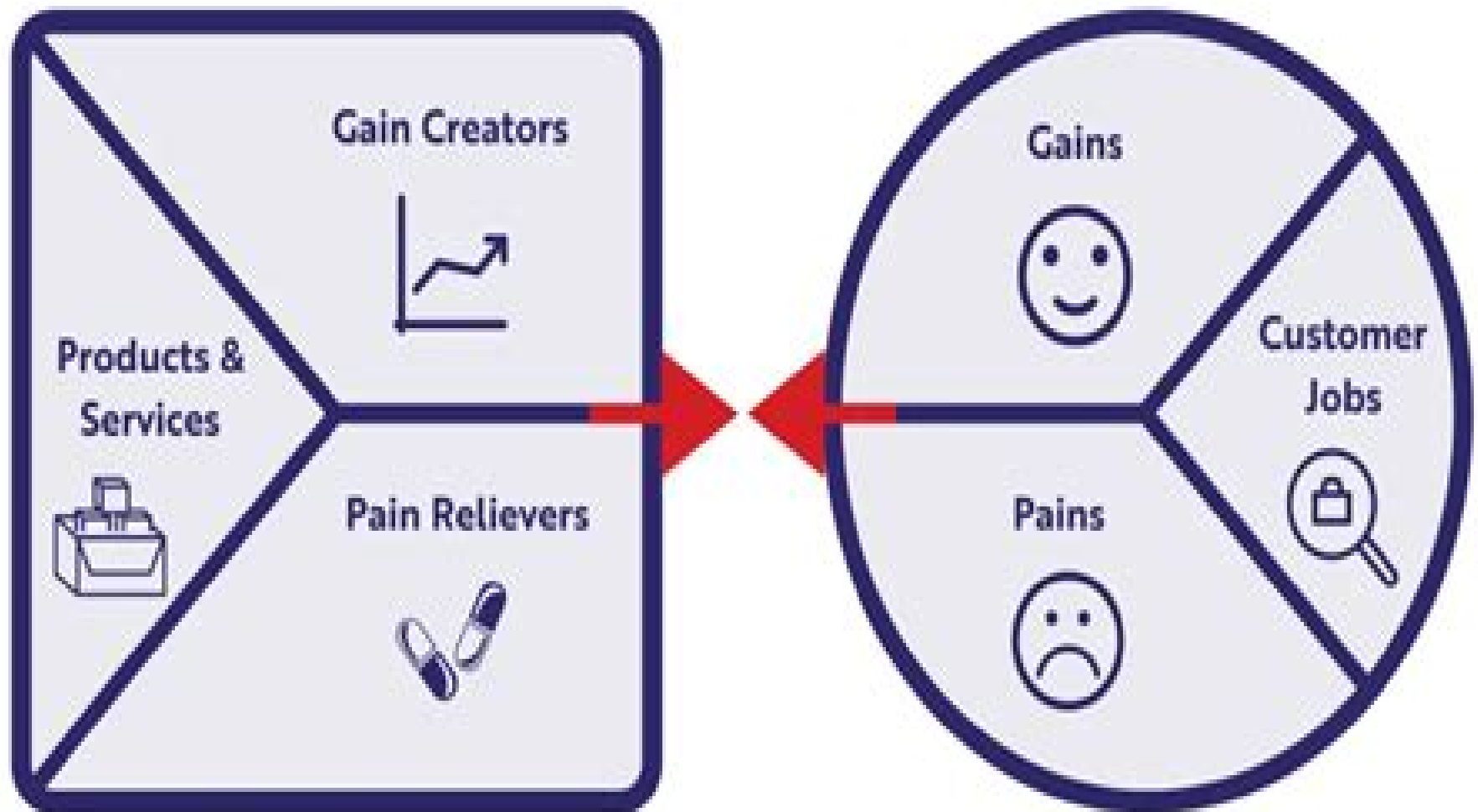


# Value Proposition Canvas



# Value Proposition Design

**Wenbin Ji**



## Value Proposition Design:

*Value Proposition Design* Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith, 2015-01-28 The authors of the international bestseller *Business Model Generation* explain how to create value propositions customers can't resist. Value Proposition Design helps you tackle the core challenge of every business: creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning visual format as the authors' global bestseller *Business Model Generation*, this sequel explains how to use the Value Proposition Canvas to design, test, create, and manage products and services customers actually want. Value Proposition Design is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the simple process of designing and testing value propositions that perfectly match customers' needs and desires. In addition, the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download PDFs, checklists, and more. Value Proposition Design is an essential companion to the Business Model Canvas from *Business Model Generation*, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca-Cola, GE, Fujitsu, LEGO, Colgate, Palmolive, and many more. Value Proposition Design gives you a proven methodology for success with value propositions that sell, embedded in profitable business models.

*VALUE PROPOSITION DESIGN (sekel Business Model Generation)* Alex Osterwalder, Yves Pigneur, Greg Bernarda, Alan Smith, 2021-08-25 Cara menciptakan produk dan jasa yang diinginkan pelanggan mulailah dengan Value Proposition Design. Value Proposition Design akan membantu Anda untuk sukses dalam 1. Memahami pola dari penciptaan nilai. Susun informasi mengenai apa yang diinginkan pelanggan secara sederhana sehingga pola penciptaan nilai dapat terlihat dengan mudah. Hasilnya, Anda akan merancang proposisi nilai dan model bisnis menguntungkan yang secara langsung tertuju pada tugas kesulitan dan keuntungan pelanggan Anda yang paling mendesak dan penting. 2. Memberdayakan pengalaman dan kemampuan tim Anda. Perlengkapi tim Anda dengan bahasa bersama untuk menghadapi percakapan yang tak jelas ujung pangkalnya. Jadikan percakapan lebih strategis, latih kreativitas, dan jadikan semuanya beriringan. Hal ini akan membuat rapat menjadi lebih menyenangkan, penuh semangat, dan menciptakan hasil yang dapat ditindaklanjuti. Bukan sekadar teknologi produk dan fitur, tetapi juga lebih menuju kepada PENCiptaan NILAI bagi PELANGGAN dan BISNIS ANDA. *Value Proposition Design*, 2014. **Value Proposition Design**, 2014. **Value Proposition Design Using the Value Proposition Canvas** Travis Lesser, 2021. *The Big Pad of 50 Blank, Extra-Large Business Model Canvases and 50 Blank, Extra-Large Value Proposition Canvases* Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith, 2016-12-05 100 Blank Extra Large Tear Out Canvases Give You More Space to Brainstorm and Strategize. Millions of people use the Business

Model Canvas and the Value Proposition Canvas to clearly understand customers create better products and grow businesses This supplement to the bestselling books Business Model Generation and Value Proposition Design gives you more space to scribble brainstorm and move sticky notes with 50 blank extra large tear out Business Model Canvases 15 x 11 or 38cm x 28cm and 50 blank extra large tear out Value Proposition Canvases 15 x 11 or 38cm x 28cm The large format makes it easier to keep the creative ideas flowing be inspired and share your work with others In addition to the 100 blank canvases the two sample learning canvases provide trigger questions to help you learn to use each box in the canvas and jump start progress Whether you re chasing down a game changing business model or working to evaluate and refresh an old one the highly visual spacious design makes it easy to use the powerful centerpiece tool in Business Model Generation to lead your product brand or company into the next stage of growth If you need space to think hard about your value proposition the 50 blank Value Proposition Canvases will help you create products and services that perfectly match your customers needs and desires When business conversations become mired in hunches and intuitions or you re haunted by that expensive new product launch that flopped these canvases offer a quick way to raise the collective intelligence of your team Tear out a blank canvas and design a powerful visual business model or value proposition based on the global bestsellers Business Model Generation and Value Proposition Design These transformational business tools have proven themselves at all types of companies from start ups to such large organizations as MasterCard 3M Coca Cola GE Fujitsu LEGO and Philips

**Value proposition design** Alexander Osterwalder, *Design Roadmapping* Lianne Simonse, 2024-06-06 DESIGN ROADMAPPING is for anyone interested in design strategy and innovation and its wonderful combinations For those who dare to create a future vision frame the time pacing and map the pathways towards it This guidebook teaches you how to create a roadmap It outlines the origins design theories and science results Strategic designers innovation managers and professors share their roadmapping experiences views and achievements including venture CPOs Head of Design product and program managers of international companies such as Canon Peerby Ferrari Philips Victoria State Library and many more By design roadmapping you devise creative responses to future strategic challenges Guided by future foresight techniques you uncover new trends scout for new technologies and map the values and ideas on the roadmap Through strong visualization a design roadmap supports an organizational mindset on value innovations

**Quadrillion Dollar Dreams: The Entrepreneurship Bible** Eli Jr, 2024-05-07 This book is dedicated to all the dreamers and doers who have dared to imagine a world transformed by innovation who have had the courage to pursue their entrepreneurial visions and who tirelessly work to make those dreams a reality To the aspiring entrepreneurs who are just beginning their journey may these pages provide you with guidance inspiration and the knowledge you need to embark on your own entrepreneurial path To Phoebe Adele Gates the apple of my eyes and a great source of inspiration to my endeavors To my friends and colleagues whose enthusiasm and encouragement have been a source of motivation throughout this endeavor To the countless entrepreneurs mentors educators and

organizations who tirelessly champion the spirit of entrepreneurship and its potential to drive positive change in our world

*Mastering Disruption and Innovation in Product Management* Christoph Fuchs, Franziska Golenhofen, 2018-09-07 This book is an essential guide or foundational toolkit for anyone who is involved in the process of developing offering or selling any type of product or service Based on how to surf on the waves of innovation and the principle of form follows function System Architecture it introduces and connects concepts like Market Understanding Design Thinking Design to Value Modularization and Agility It introduces readers to the essence of these main frameworks and provides a toolkit that explains both theoretically and practically when and how to utilize which one The methods and processes described in this book have all been successfully tested in many industries They apply in today's market context of high uncertainty complexity and turbulence where innovation and disruption are essential Readers will find answers to two fundamental questions How can we implement an innovation process and environment that are conducive to successful product design And if our products fail to appeal to customers how can we achieve a major turn around with regard to product development A wealth of examples and case studies help readers to benefit from the authors broad professional experience Further lessons learned and conceptual summaries provide valuable shortcuts to the methods and tools discussed For today's CEOs enabling innovation is one of THE most complex leadership tasks But innovation is not about theory and nice buzzwords It's about succeeding in the real world This hands on book connects the dots and introduces the reader to some of the most relevant ideas and pragmatic concepts fitting today's business reality Dr Robert Neuhauser Executive VP and Global Head People and Leadership Development Siemens At the most fundamental level this book brings order to chaos It sets different and highly relevant design approaches into a complementary picture rather than presenting them as competing ways of solving the same problem Product designers managers consultants scholars and students will surely have this valuable book within reach on a daily basis Olivier L de Weck Ph D MIT Professor of Aeronautics and Astronautics and Engineering Systems Editor in Chief Systems Engineering Manufacturing Driving Circular Economy Holger Kohl, Günther Seliger, Franz Dietrich, 2023-05-27 This is an open access book It gathers the proceedings of the 18th Global Conference on Sustainable Manufacturing held on October 5-7 2022 as a hybrid event in from Berlin Germany With a focus on manufacturing advances and practices driving the circular economy the chapters selected for this book report on sustainable manufacturing technologies for the mobility energy and construction sector and for machines and equipments covering applications of artificial intelligence and industry 4.0 Moreover they discuss energy efficient process waste reuse and CO2 neutral production giving a special emphasis to developing sustainable manufacturing in emerging countries This book offers extensive and timely information for both researchers and professionals in the field of manufacturing and business development Entrepreneurial Management Theory And Practice: With Cases Of Taiwanese Business Tzong Ru Lee, 2018-08-29 People like to have their own business but few succeed In this book we show you what the process and

procedures are to start up your own business Around 100 real cases featuring SMEs in Asia are introduced to show how businesses are run in the real world From these practice cases we can find rules to make a business sustainable After reading this book you will be able to find out what your advantages and disadvantages are especially if you are keen to start a business in Asia This book might even help you decide whether it is time for you to start up your own business or not

**Growth Product Manager's Handbook** Eve Chen,2024-01-30 Achieve sustainable product growth with expert insights on data driven decision making and growth strategies to accelerate company s growth Key Features Understand and implement key growth product management models to improve revenue user adoption and retention Learn effective frameworks strategies and tactics for growth product management in various contexts Develop practical strategies and insights to achieve customer lifetime goals Purchase of the print or Kindle book includes a free PDF eBook Book DescriptionIn the dynamic landscape of modern product management professionals face a myriad of challenges spanning customer acquisition monetization user retention competition and technical expertise To overcome these hurdles this book crystalizes growth strategies that revolve around harnessing the power of data experimentation and user insights to drive growth for a product This handbook serves as your guide to exploring the essential growth product management models and their applications in various contexts unveiling their role in enhancing revenue performance and customer retention Along the way actionable steps will steer you in implementing these models while helping you better understand your users experiment with new features and marketing strategies and measure the impact of your efforts ultimately guiding you to achieve your customer retention and lifetime customer goals By the end of this book you ll have gained advanced insights into growth product management models and growth strategies and when and how to use them to achieve customer for life goals and optimized revenue performance What you will learn Understand key growth product management models such as lean startup pirate metrics and AARRR frameworks Optimize journeys improve UX and personalize interactions with retention and loyalty strategies Explore model applications in SaaS e commerce and mobile app development Implement practical actions to prioritize experiment and measure Get to grips with techniques of service feedback and rewards for customer retention Set and achieve customer lifetime value goals for success Discover effective strategies for achieving your customer for life goals Who this book is for Whether you re a seasoned product manager a newcomer to the field or an aspiring growth product manager this guide offers valuable insights and actionable strategies to drive growth and achieve success Additionally growth marketers and startup founders with basic product marketing knowledge will benefit from this book expanding their understanding of growth centric product management practices to elevate their careers and propel their companies to acquire more customers and reach customer for life goals **Startup Foundations: Laying the Groundwork for Entrepreneurial Success** Silas Mary,2025-01-23 Startup Foundations is an essential guide for entrepreneurs looking to lay the solid groundwork for a successful business This book covers everything from market

research and business planning to branding and customer acquisition By focusing on the foundational steps that every startup needs this book provides you with the knowledge and practical advice to turn your entrepreneurial vision into a thriving business With expert insights and step by step strategies Startup Foundations will help you navigate the early stages of entrepreneurship ensuring that your business is built on a strong and sustainable foundation It s a must read for anyone embarking on the exciting journey of starting their own business      *Open Innovation in Small Business* Ahmad

Rafiki,Léo-Paul Dana,Muhammad Dharma Tuah Putra Nasution,2023-09-25 The book emphasizes the open innovation which mainly consists of innovation inside out and outside in needed by the small and medium sized enterprises SME This open innovation relates to the performance and survival of SMEs in a global competition The SMEs must learn have and do innovative initiatives and actions This book elaborates all related concepts and innovative practices toward better performances which includes the impacts of globalization and dynamic markets with a special focus on sustainability Every country has different perspectives considering open innovation as a solution to the businesses Thus readers can see the best practices to be adopted or adapted in their business environment The book includes the solution for the SMEs in terms of creating values Open innovation is known as a window for creating values Open innovation can be seen by SMEs as a possible way to adapt and thrive in an increasingly competitive and volatile environment including to overcome their limitations By implementing open innovation SMEs will compensate for their lack of internal resources and competencies through external resources to develop new technologies and take advantage of market opportunities This book is dedicated to the entrepreneurs businessmen practitioners policymakers academicians and students in developing strategies and having future plan related to innovation which is crucial for creating values in business operations A benchmarking through innovation is important to improve among businesses to achieve effectiveness and efficiency      **Proceedings of the 4th**

**Asia Pacific Management Research Conference (APMRC 2022)** Eva Hotnaidah Saragih,Rike Penta Sitio,Rosita Fitriyani,Dhinar Silalahi,Yeneneh Tamirat Negash,2023-02-10 This is an open access book It has been our great honor to welcome all the participants to the 4th Asia Pacific Management Research Conference was held in Surabaya Indonesia on May 18th 20th 2022 as a hybrid conference virtually conference I recalled formulating the concept and conducting this conference with the Research Center and Case Clearing House RC CCH Team back in 2017 The conference encourages fresh and impactful studies that address the latest issues and topics particularly in economics management business and accounting The forum particularly welcomes the discussion and sharing among research fellows in a semi formal academic setting As we reach the fourth conference we are confident that we will maintain a contribution to the global literature It is undeniable that the theme of the COVID 19 Pandemic is the main issue of this fourth conference but rather than focusing on the misery we look for models technologies and concepts that are beneficial for the economy and businesses to grow toward the new normal This conference received 136 abstracts of which 57 were accepted articles in Atlantis Proceeding

**Sustainable Business Models** Adam Jabłoński,2019-01-25 This book is a printed edition of the Special Issue Sustainable Business Models that was published in Sustainability

**Serviceology for Smart Service System** Yuriko Sawatani,James Spohrer,Stephen Kwan,Takeshi Takenaka,2016-10-05 Services are key activities in a globalized economy and they also underlie the quality of life of local residents The advanced work presented in this book was selected from the proceedings of the Third International Conference on Serviceology ICServ2015 held July 7 9 2015 in San Jose CA USA The conference was supported by the Society for Serviceology The society was established in 2012 in Japan to explore the scientific systematization of services and to promote technological developments for solutions to industrial issues This book provides a useful general guide to the state of the art in the theory and practice of services It can also serve as a valuable reference book for researchers in a wide range of fields from engineering to marketing and economics

**Unicorn Tears** Jamie Pride,2018-01-17 The real world secrets to startup success Unicorn Tears is the smart entrepreneur's guide to startups A full 92% of startups fail in the first three years but failure is not inevitable Most of these companies self sabotage unconsciously eliminating any chance at success before they even get started It's not the economy it's not politics it's not external factors failure comes from within This book shows you how to be one of the unicorns one of the 8% who make it Be prepared to unlearn everything you thought you knew about startups as author Jamie Pride busts the harmful myths that lead so many companies to failure Drawing upon his history as a venture capitalist he reveals what investors want to see and hear and what final factor puts your venture firmly into the yes column Pride understands what matters in startups and what gets in the way his Hollywood Method for start up success gives you a proven formula based on the tried and true framework Hollywood uses to make movies that succeed around the globe Case studies illustrate what success looks like on the ground and brings a global perspective to successful entrepreneurship and the strategies that help your business grow Learn the truth behind the eight myths of startups Adopt a proven formula for success based on Hollywood blockbusters Craft a winning pitch to bring investors and capital over to your side Gain real world perspective on startups and future trends Everyone wants their business to succeed but wanting means nothing without a solid plan and the means to implement it Unicorn Tears helps you set yourself up for success and gives you the tools to forge your path to the top

**Sustainable and Environmental Development of Energy Economics based on Smart Grids and EnergyTech** Elena G. Popkova,Bruno Sergi,Aleksei V. Bogoviz,2023-04-25



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