

# From Passion to Side Hustle to Freedom in 5 steps



# Value Proposition



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**TO FAIL FOR  
UNPREDICTABLE REASONS IS “OK”  
BUT  
TO FAIL FOR  
PREDICTABLE REASONS IS NOT ACCEPTABLE.**

Post any questions in the Chat  
Window

# Agenda

Overview

Where we are on the journey

Value Proposition

Customer

Product

Next step

Case study

Q&A

### BASIC

\$0

11 Complimentary  
Nuggets  
AI Recommendation

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### STANDARD

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1 hour 1-2-1  
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# Mastermind Group



People similar position as you.

Benefit of brainstorming your current problem/ideas.

Only 8 people.

Starting on Thursday, 23<sup>rd</sup> May

Email [brian@briandorricott.com](mailto:brian@briandorricott.com)



Discovery

Problem

Solution

Finance

Launch

Why

What

How

Can

Now

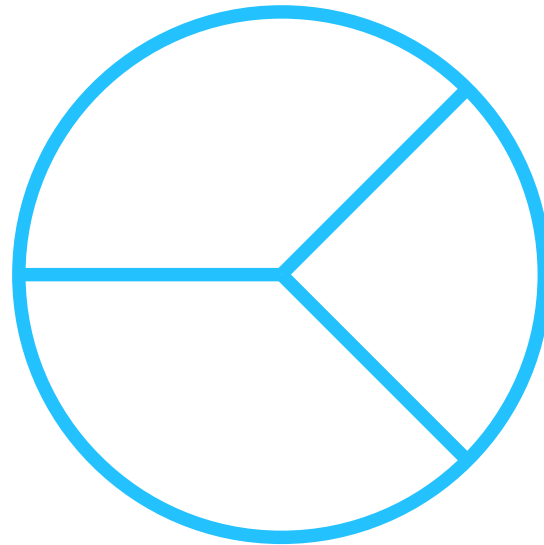
Discovery

Problem

Solution

Finance

Launch



2014



 **Strategyzer**

Alex Osterwalder  
Yves Pigneur  
Greg Bernarda  
Alan Smith

# The Value Proposition

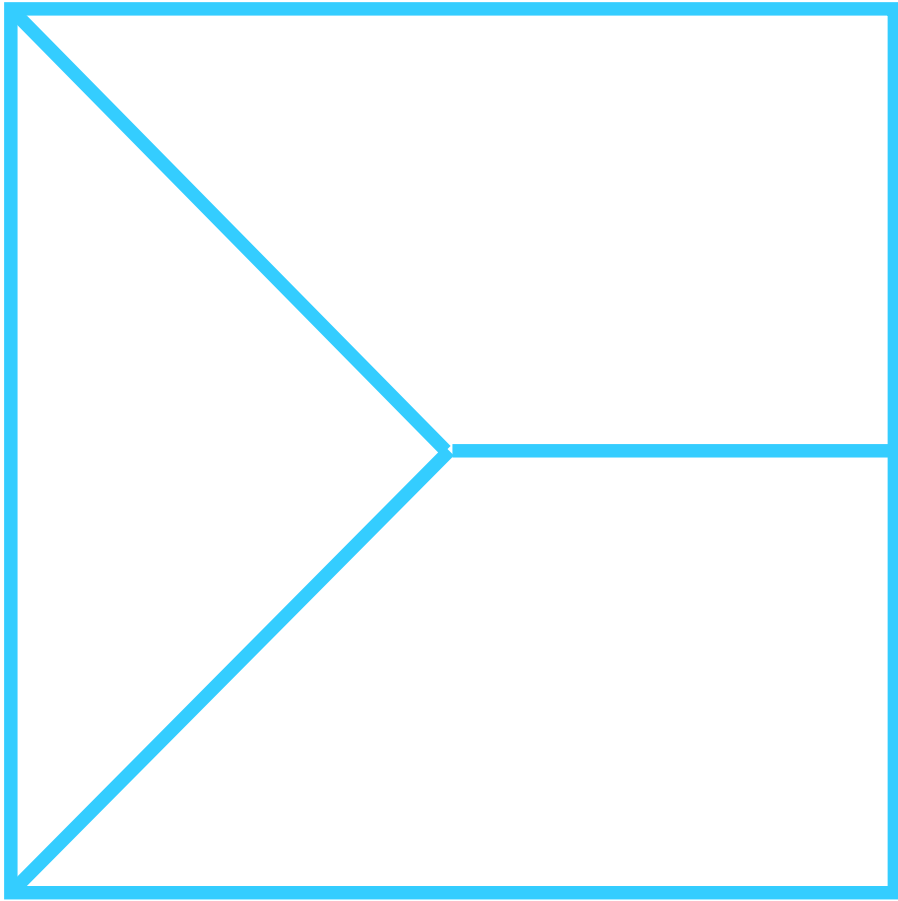
Target: Become expert on the problem

Currently:

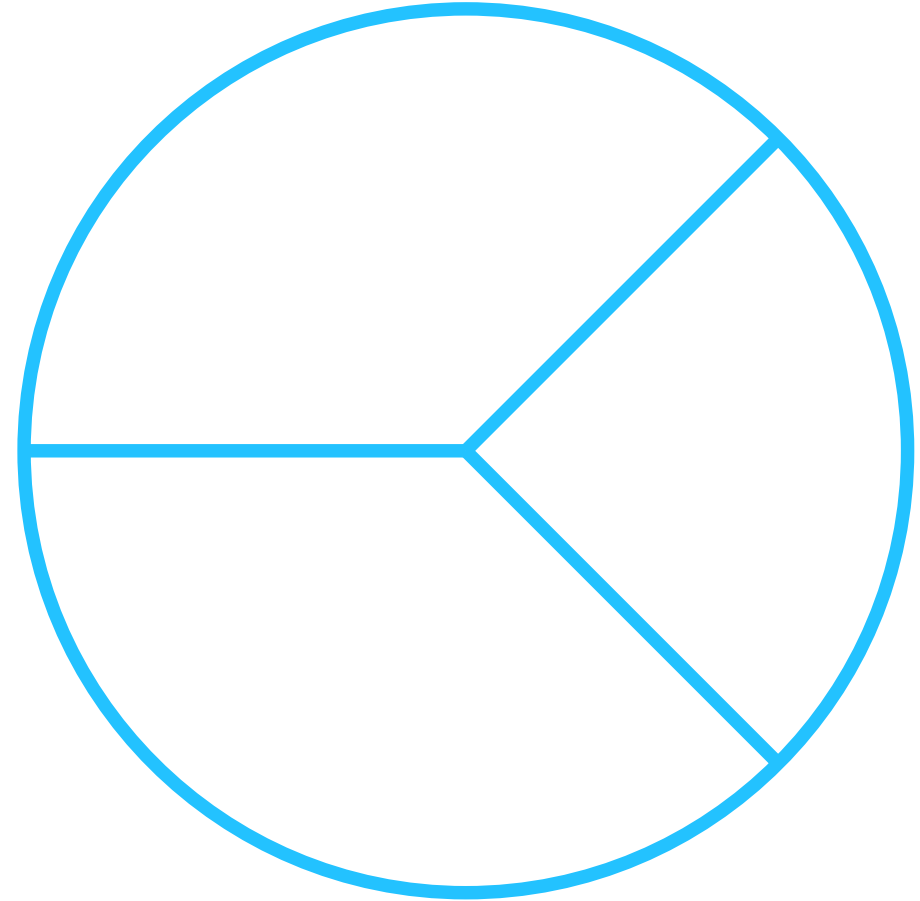
You – Expert on the Solution

Customer – Expert on the Problem

# The Value Proposition Canvas



Create Value

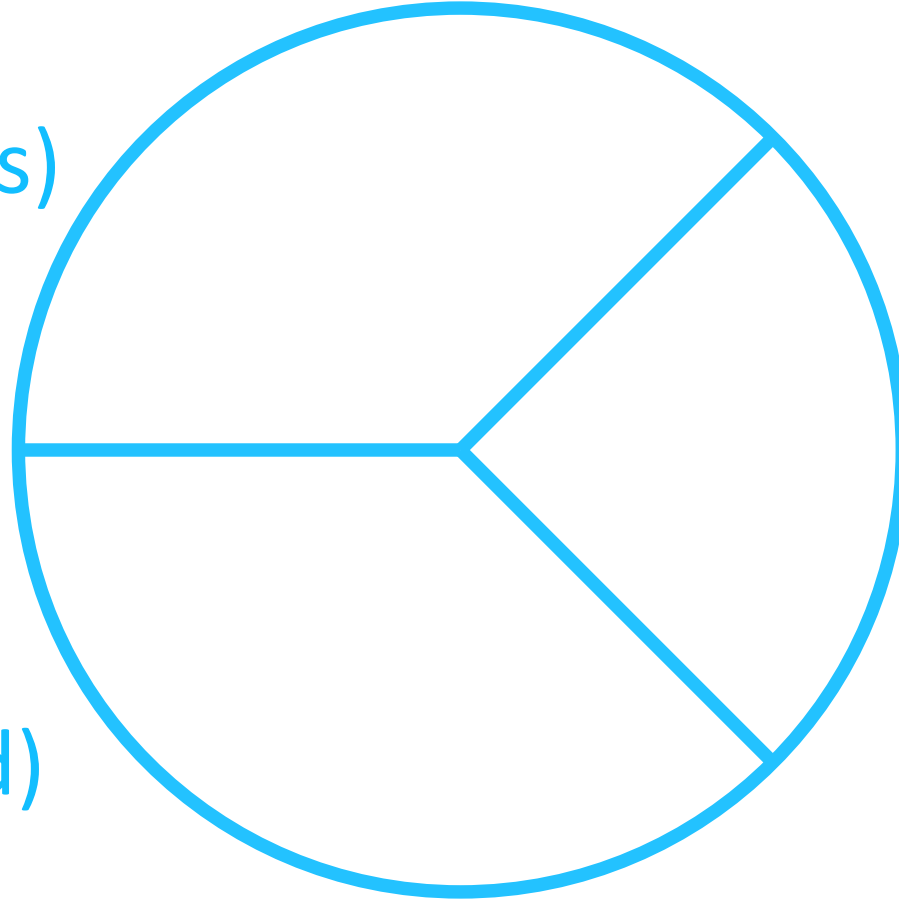


Observe Customer

Customer...

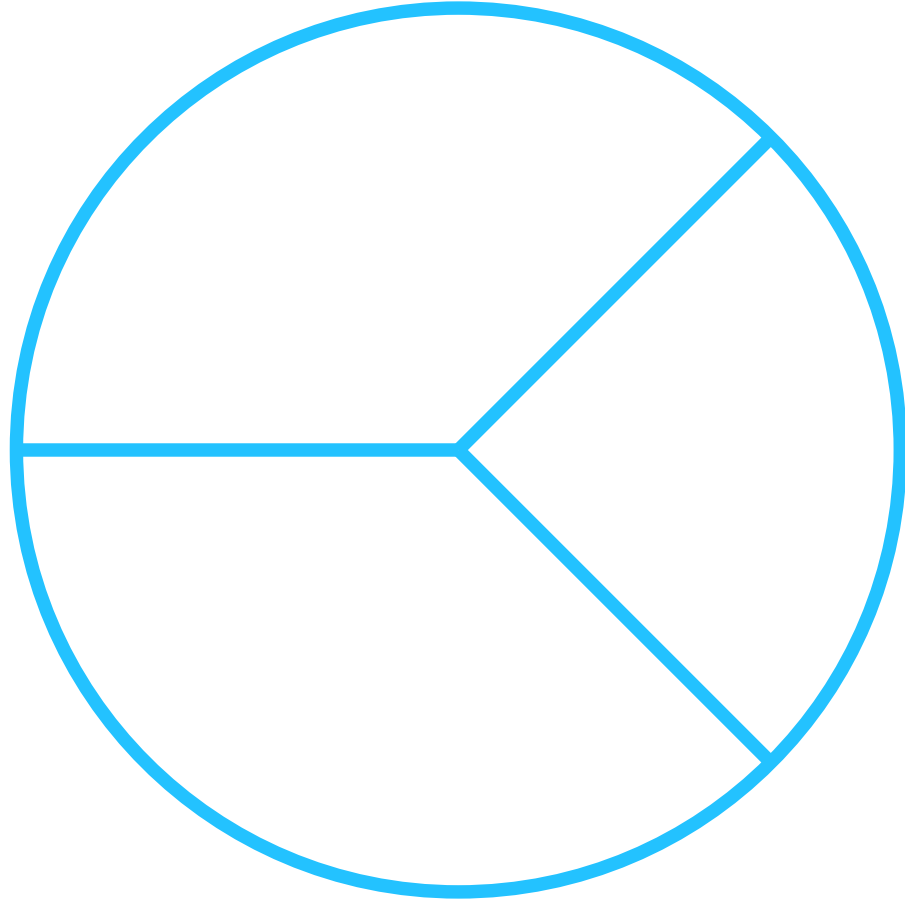
Gains (benefits)

Pains (to avoid)



Job To Be Done

Customer...



Job To Be Done

# Job To Be Done



**THE CUSTOMER HAS  
A JOB TO DO AND WILL HIRE  
THE BEST PRODUCT OR SERVICE TO GET IT DONE.**

# Not Always Obvious



# Getting to the route of the problem



Achieve  
wants

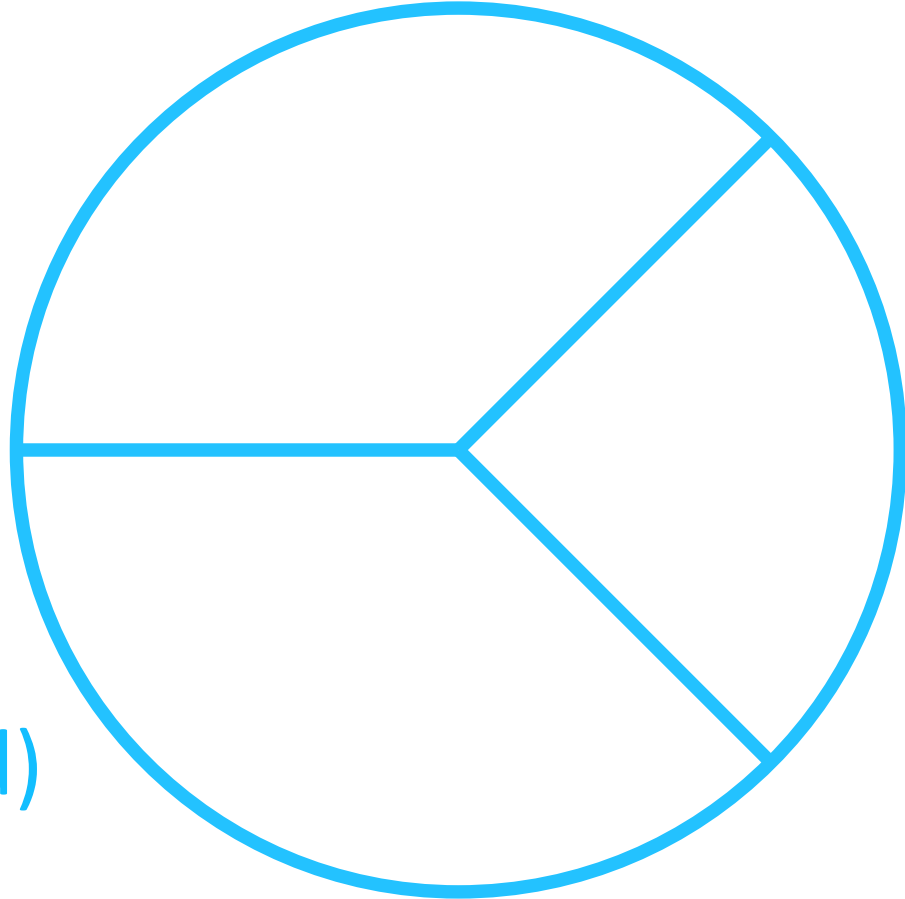


Enable  
dreams



Avoid  
fears

Customer...



Pains (to avoid)

# Pains (to avoid)

- Undesired outcomes
- Fears
- Obstacles
- Risks

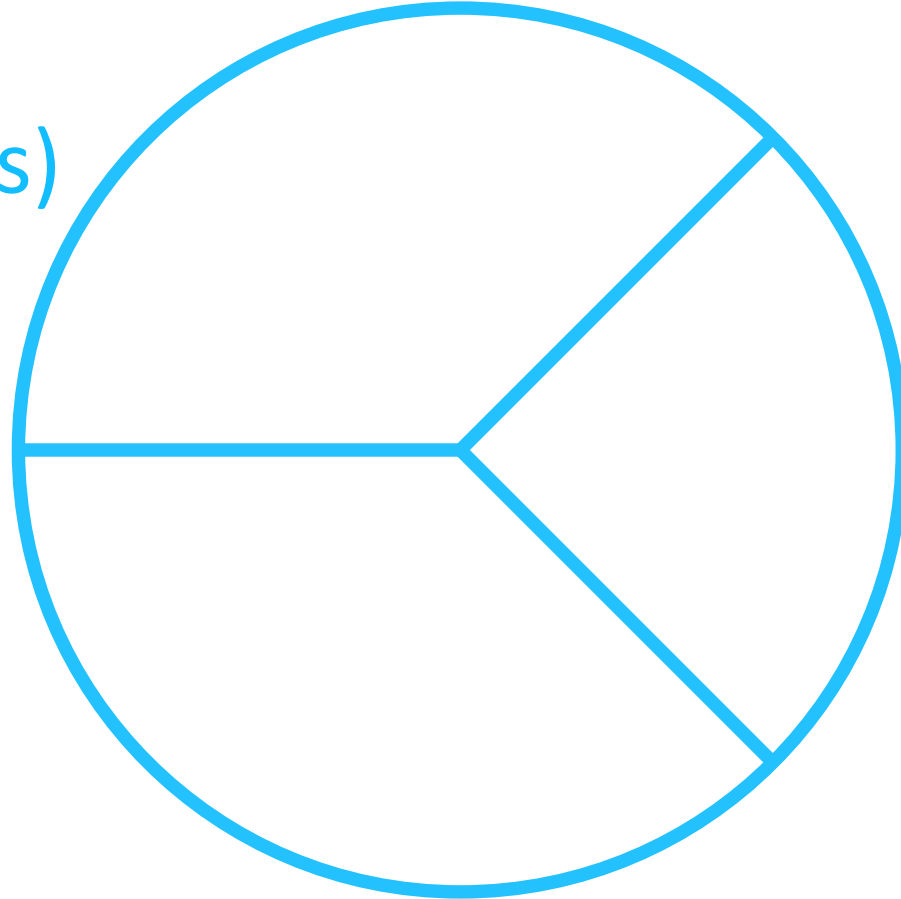
We want to know...

- How acute?
- How many people affected?
- How often does it happen?



Customer...

Gains (benefits)



# Gains (benefits)

- Benefits customers want
- Four types
  - Required
  - Expected
  - Desired
  - Unexpected

Bigger than pains...

- The “Why” or Impact



# The best idea can be calculated...

How often  
The problem  
occurs

**X**

How acute or  
Serious the  
Problem is

**X**

How well  
Problem is  
solved

## This needs to be as high as possible

# Example Job, Pains and Gains



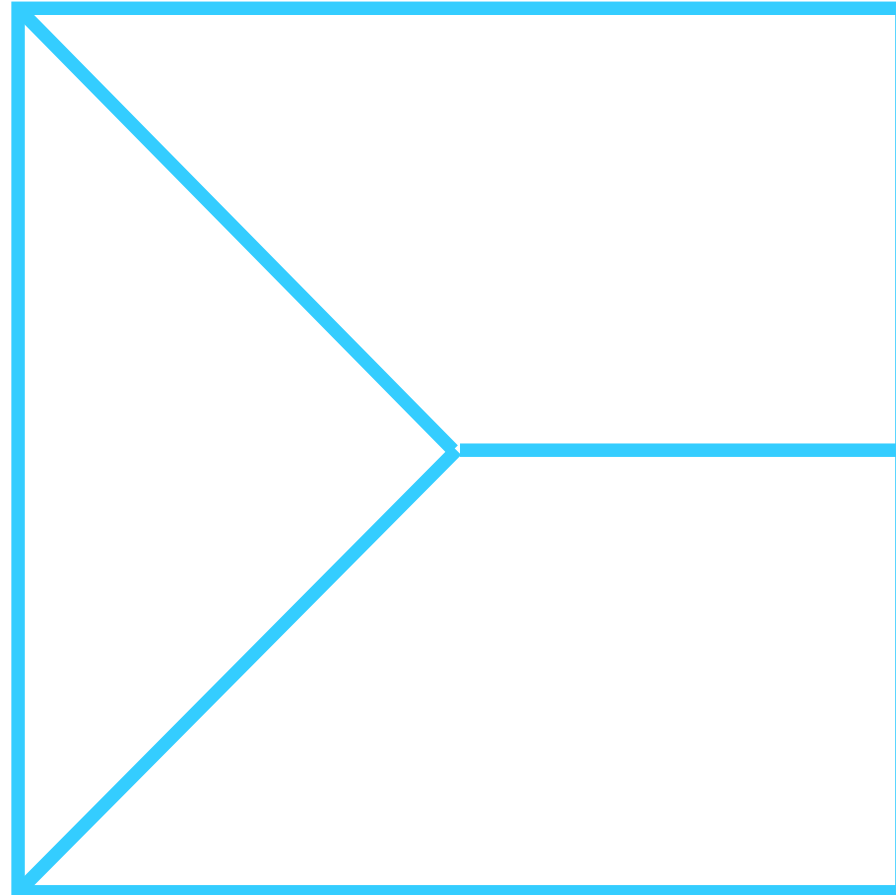
Photo by [Luca Bravo](#) on [Unsplash](#)

# Common Mistakes

- Pains are not the opposite of Gains
- Mixing multiple Jobs
- Assumptions not facts

# Create Value

Product  
Or  
Service

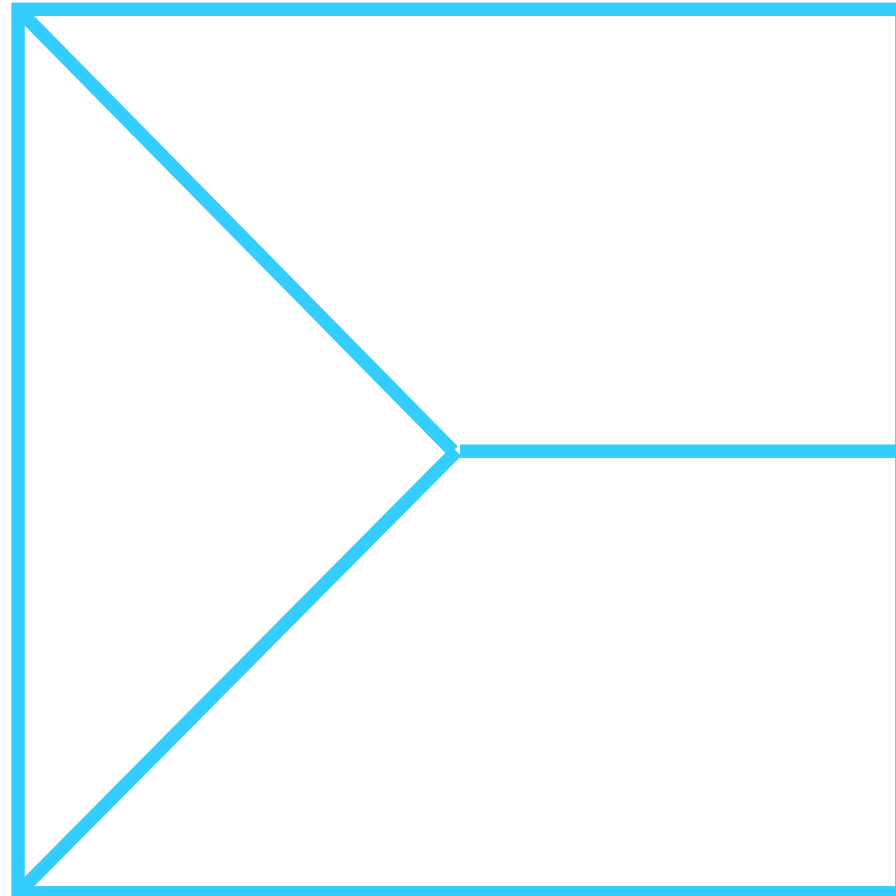


Gain Giver

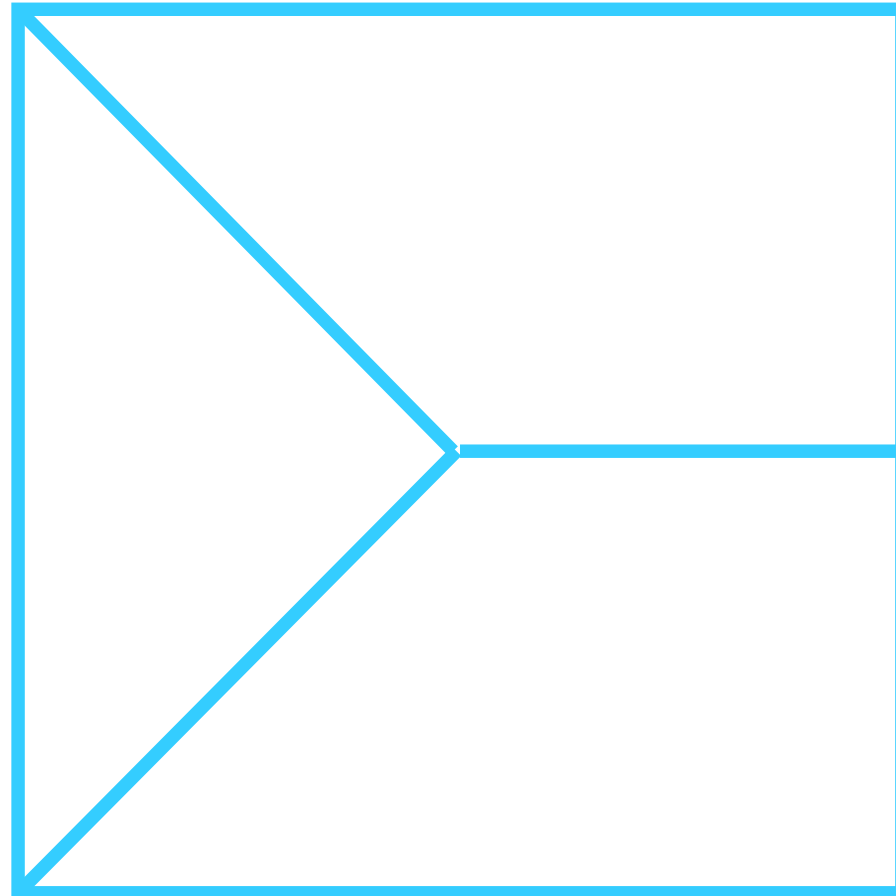
Pain Relievers

# Product or Service

Product  
Or  
Service

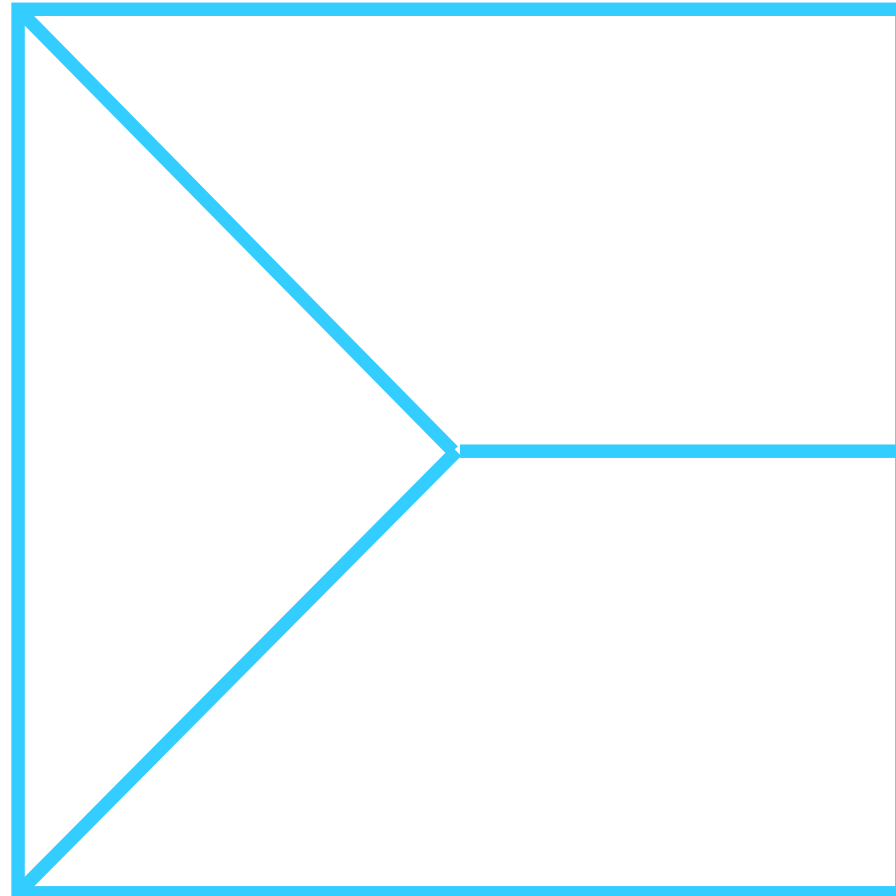


# Pain Relievers



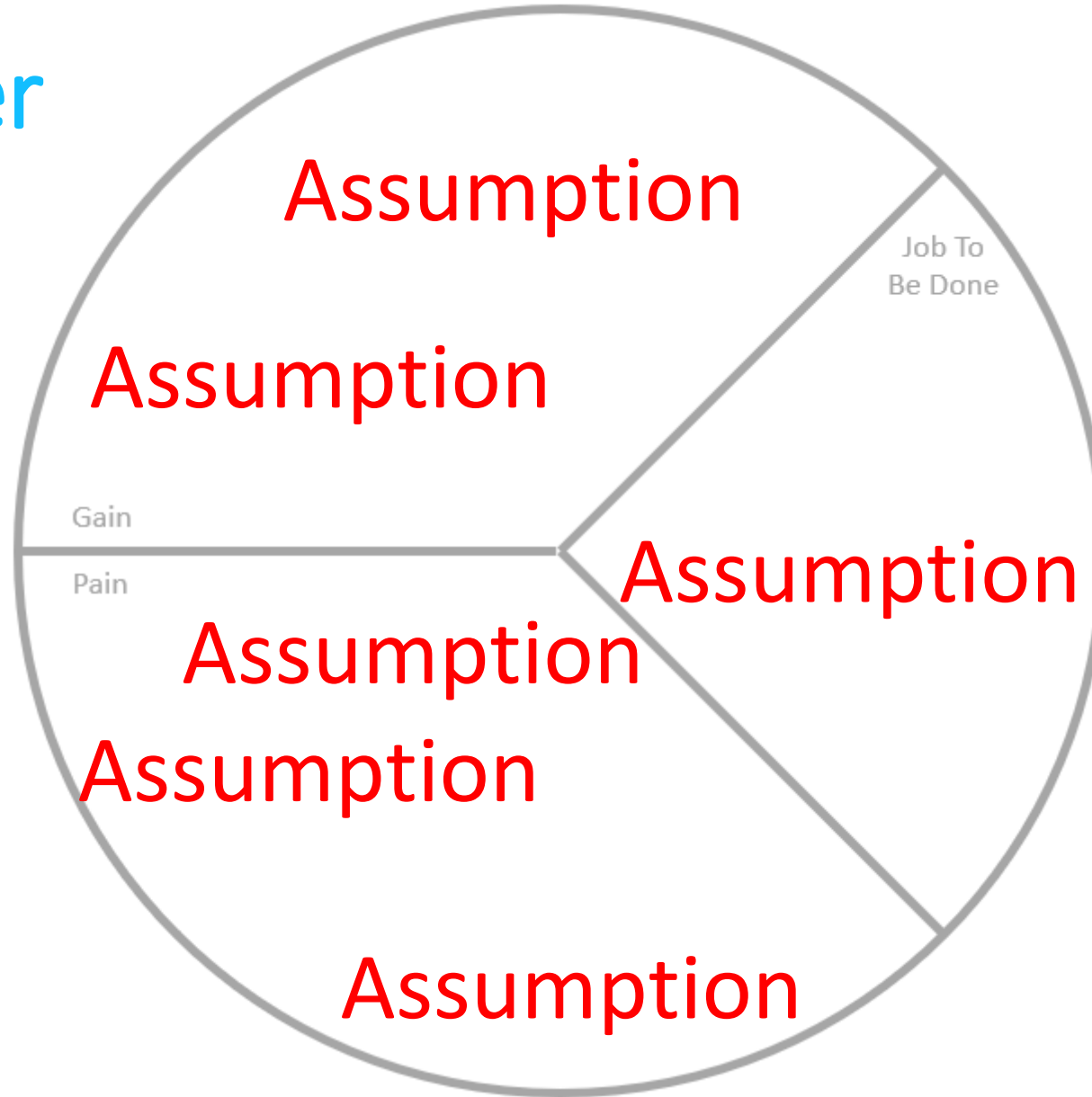
Pain Relievers

Gain Giver



Gain Giver

Remember



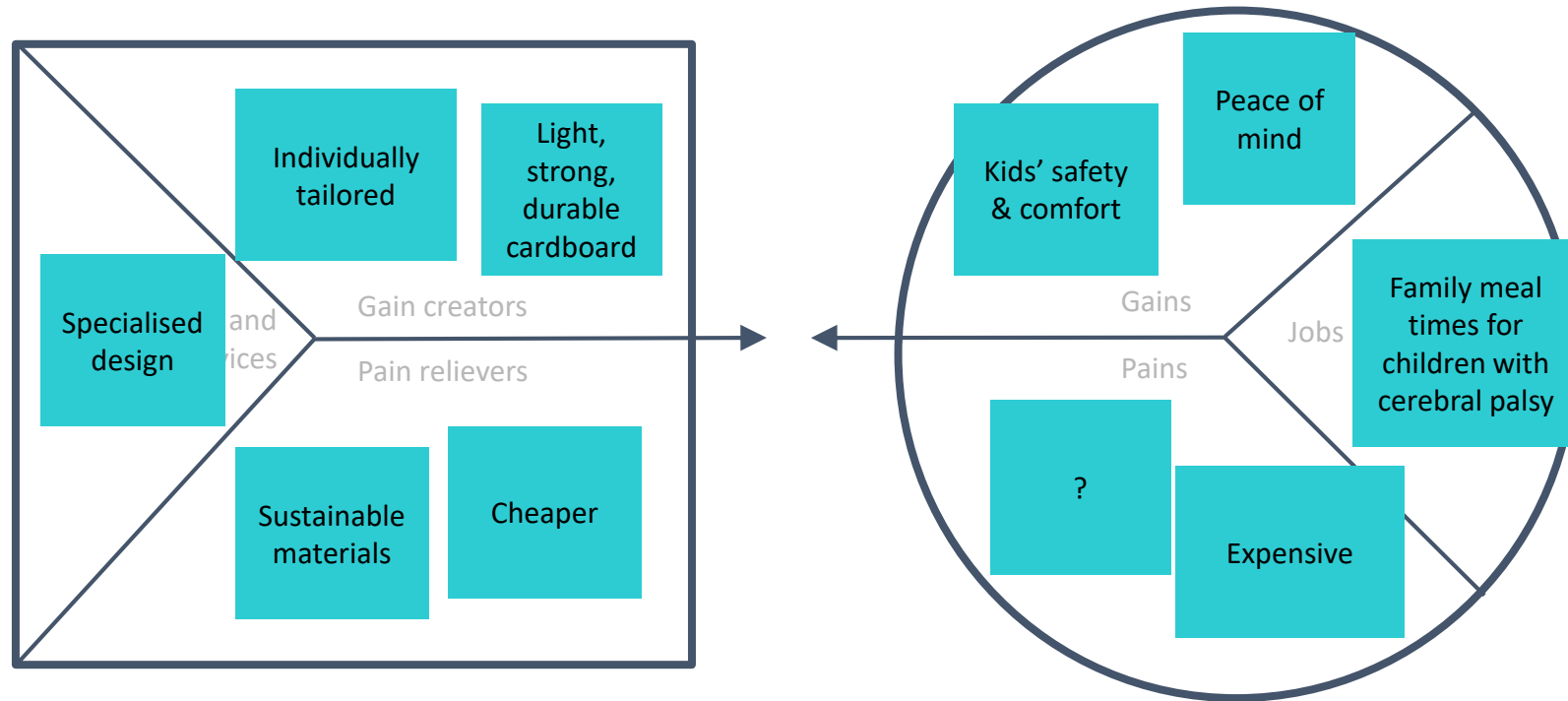
Next step...



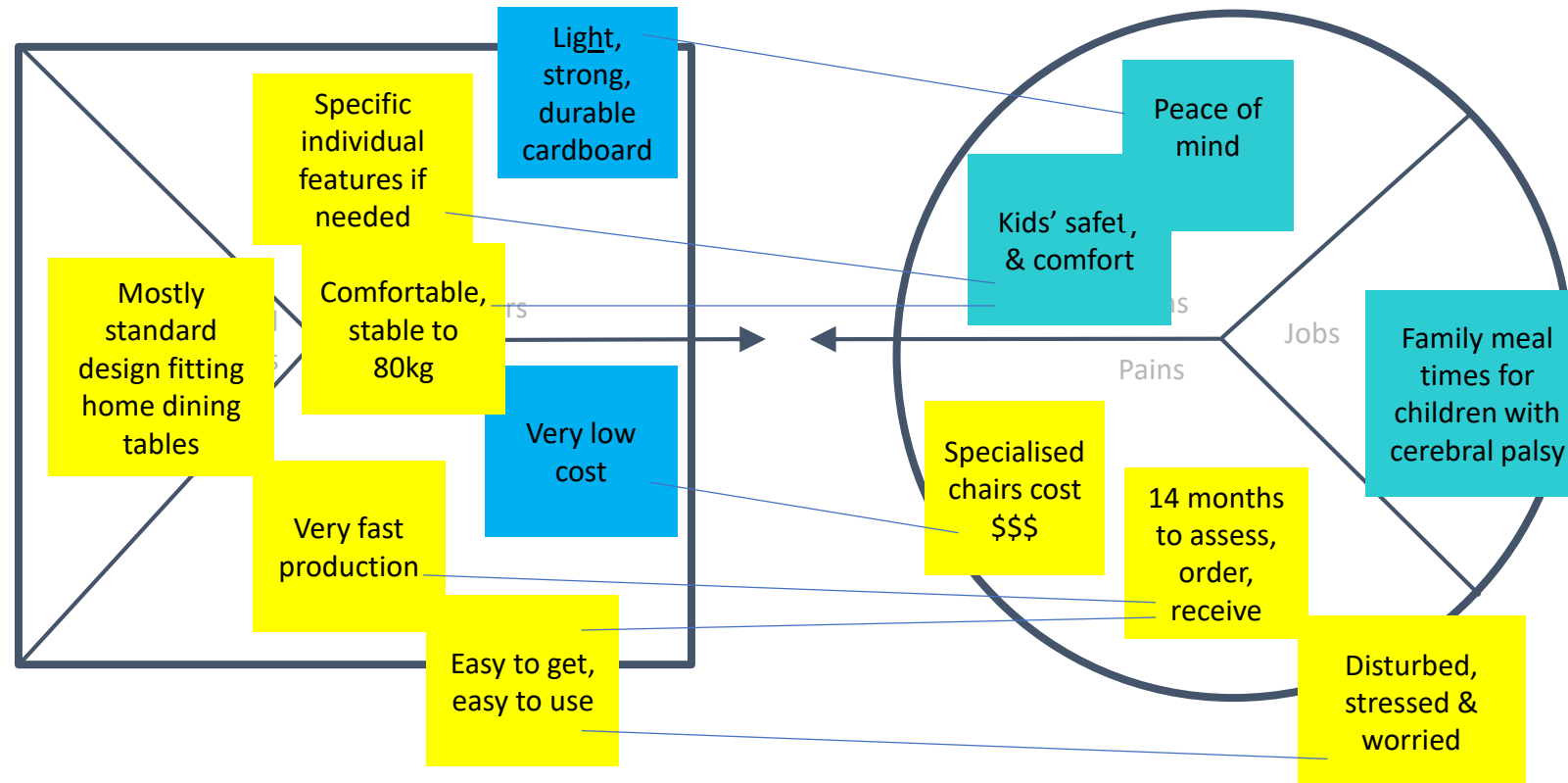
Validate the Assumptions

# Now the Case Study

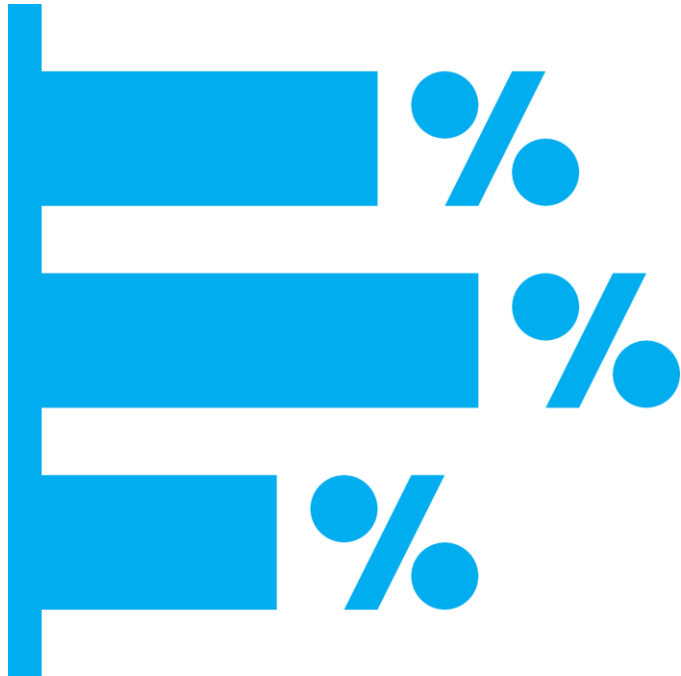
# Example – Before Interviews



# Example – After Interviews



# Future webinars



What would you like a future webinar to be:

- A. Where to find more interviewees?
- B. How do I combine all my interview results to obtain Insights?
- C. Introduction to finance (fixed & variable costs, gross & net profit)
- D. Company structure and offering equity

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# Next webinar: Understanding Business Angel Investors



Wednesday, 15-May-19

Same place, same time

Invite others!

# What next?

When you log in, you'll have the option to review the slides & video



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Any Questions

