

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

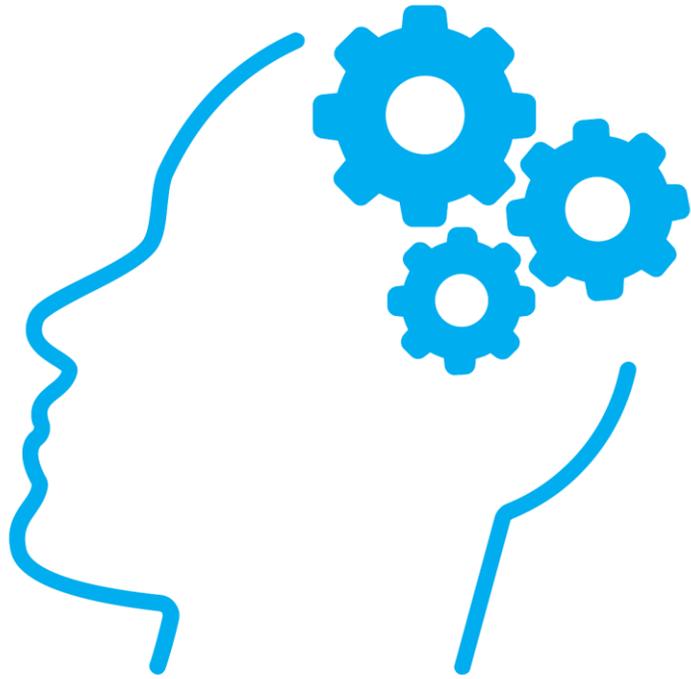
Next step

Case study

Q&A

BASIC	STANDARD	WEBINAR	MASTERMIND	1-2-1
\$0	\$28pm	\$42pm	\$197pm	\$274ph
11 Complimentary Nuggets AI Recommendation	11 Complimentary Nuggets 10 Enhanced Nuggets AI Recommendation Q&A for each nugget	11 Complimentary Nuggets 10 Enhanced Nuggets AI Recommendation Q&A for each nugget Monthly Webinars Shared monthly Q&A	11 Complimentary Nuggets 10 Enhanced Nuggets AI Recommendation Q&A for each nugget Monthly Webinars Shared monthly Q&A Monthly Mastermind Session	11 Complimentary Nuggets 10 Enhanced Nuggets AI Recommendation Q&A for each nugget Monthly Webinars Shared monthly Q&A Monthly Mastermind Session 1 hour 1-2-1 16% discount 20 hours
Register	Register	Register	Register	Apply

Mastermind Group



People similar position as you.

Benefit of brainstorming your current problem/ideas.

Only 8 people.

Starting on Thursday, 23rd May

Email brian@briandorricott.com



Discovery

Problem

Solution

Finance

Launch

Why

What

How

Can

Now

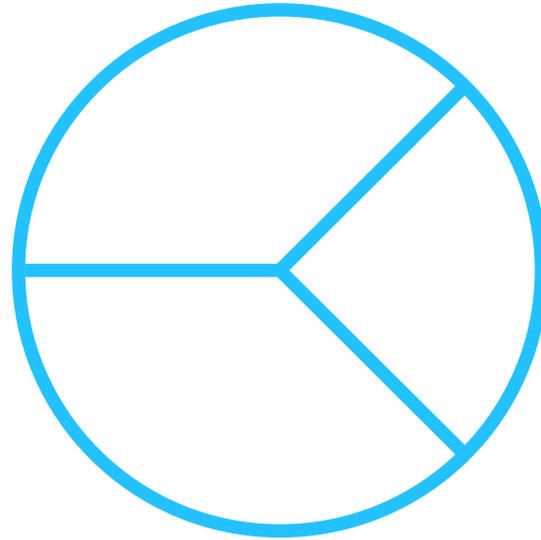
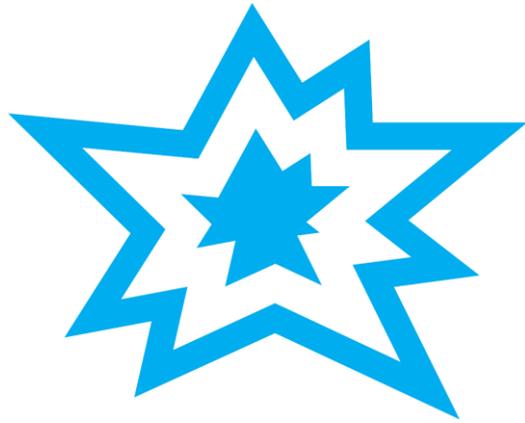
Discovery

Problem

Solution

Finance

Launch



2014



 **Strategyzer**

Alex Osterwalder

Yves Pigneur

Greg Bernarda

Alan Smith

The Value Proposition

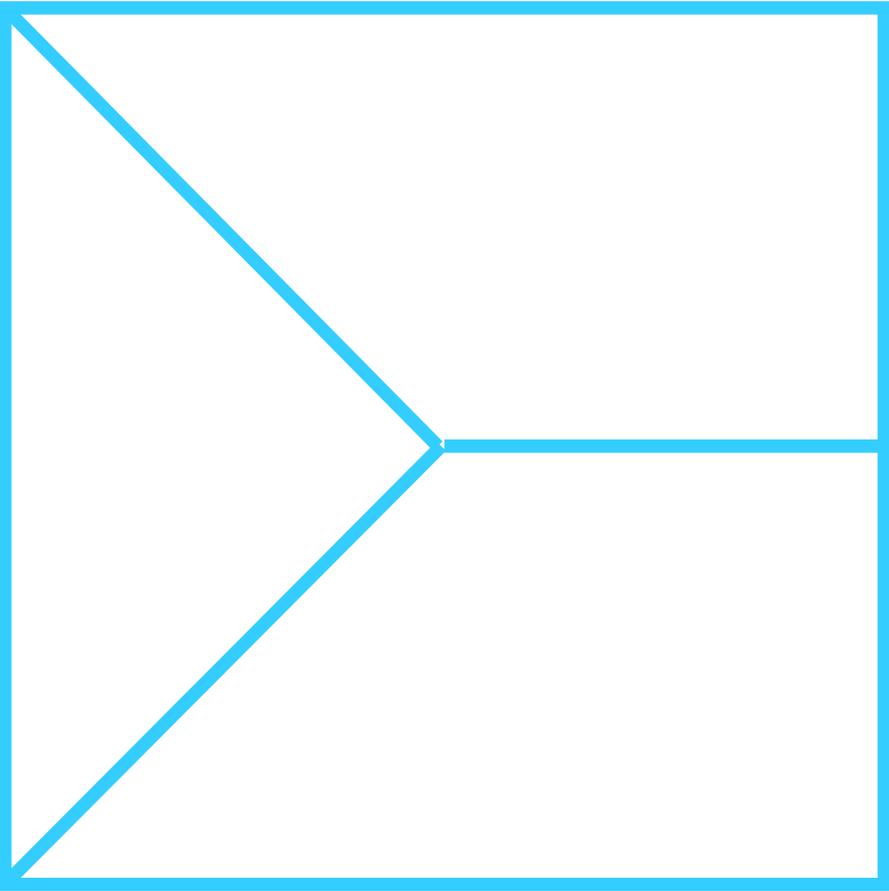
Target: Become expert on the problem

Currently:

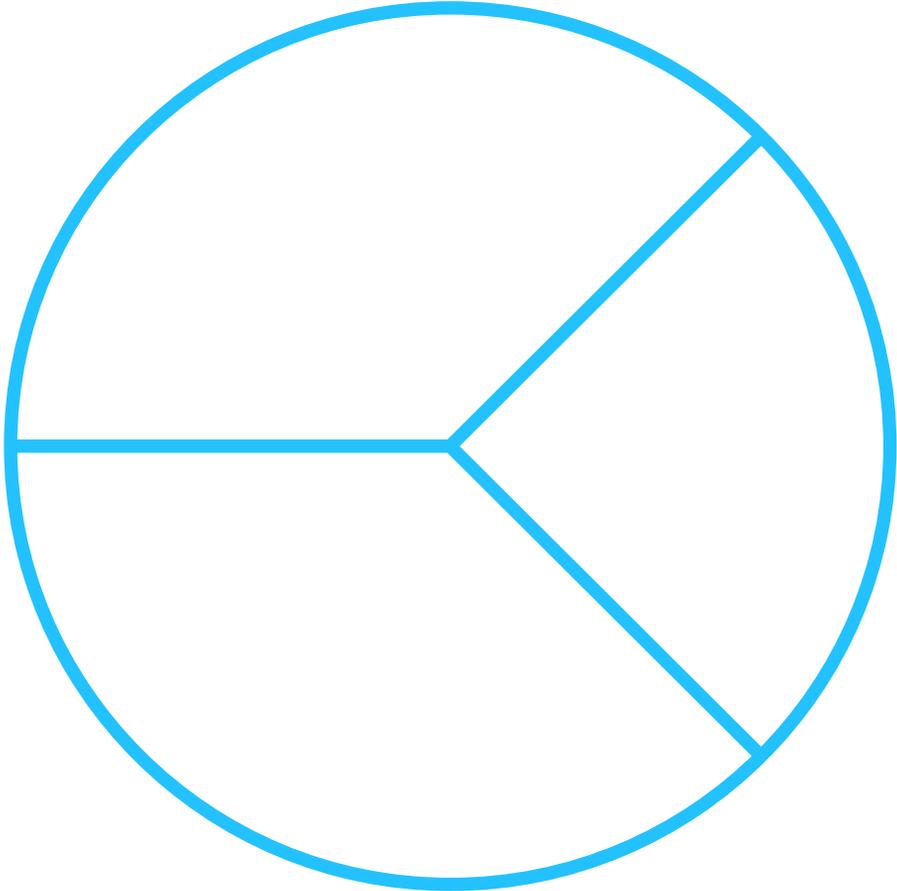
You – Expert on the Solution

Customer – Expert on the Problem

The Value Proposition Canvas



Create Value

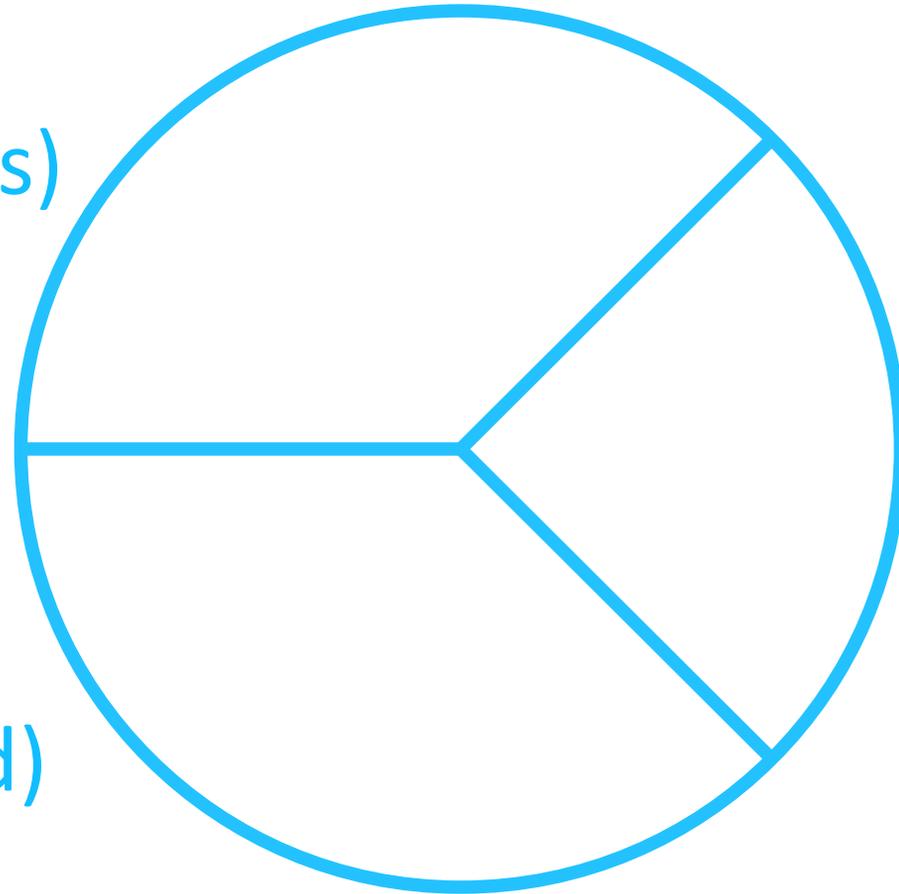


Observe Customer

Customer...

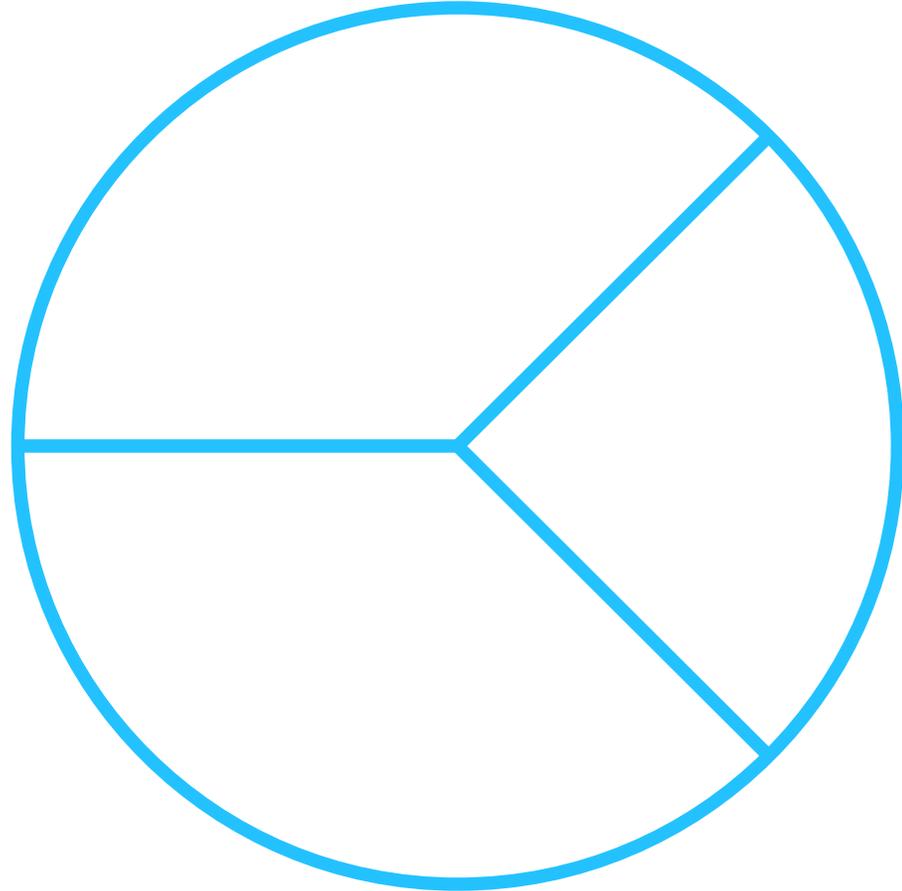
Gains (benefits)

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

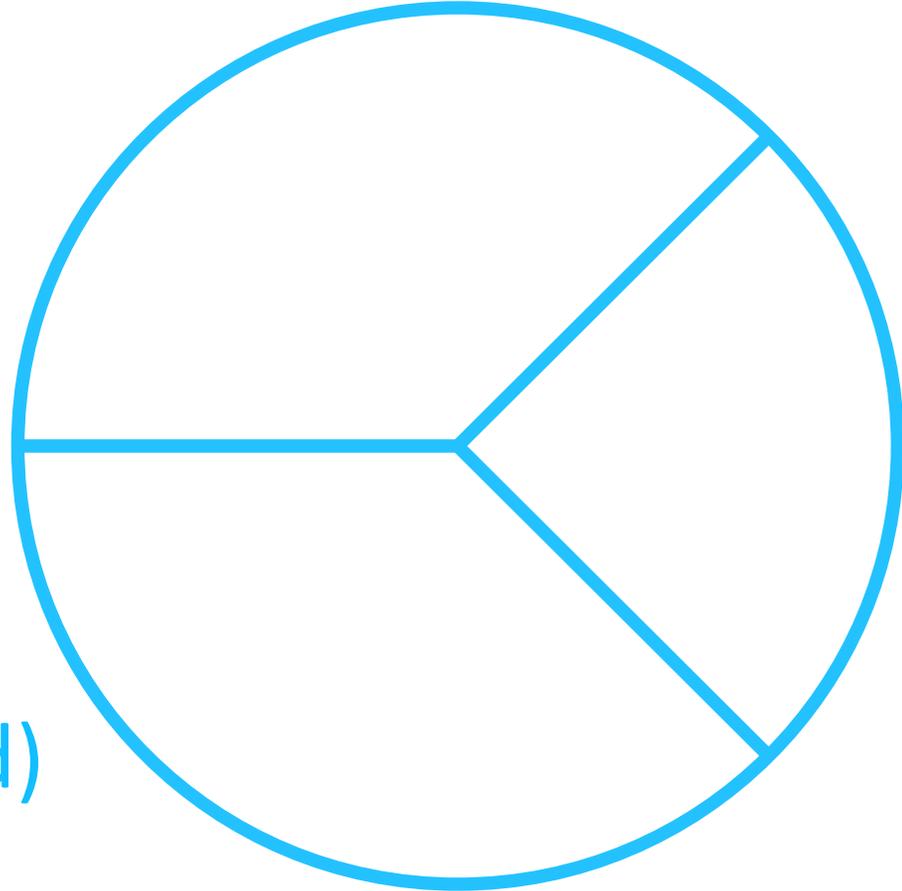


Enable
dreams



Avoid
fears

Customer...



Pains (to avoid)

Pains (to avoid)

- Undesired outcomes
- Fears
- Obstacles
- Risks

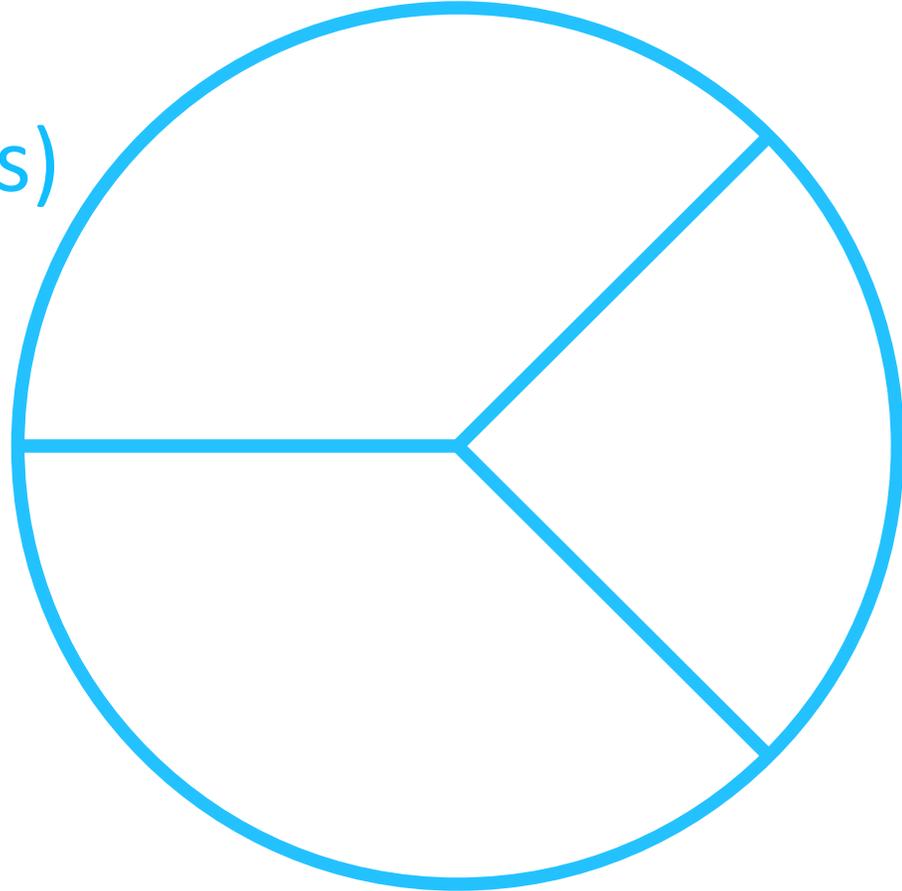
We want to know...

- 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



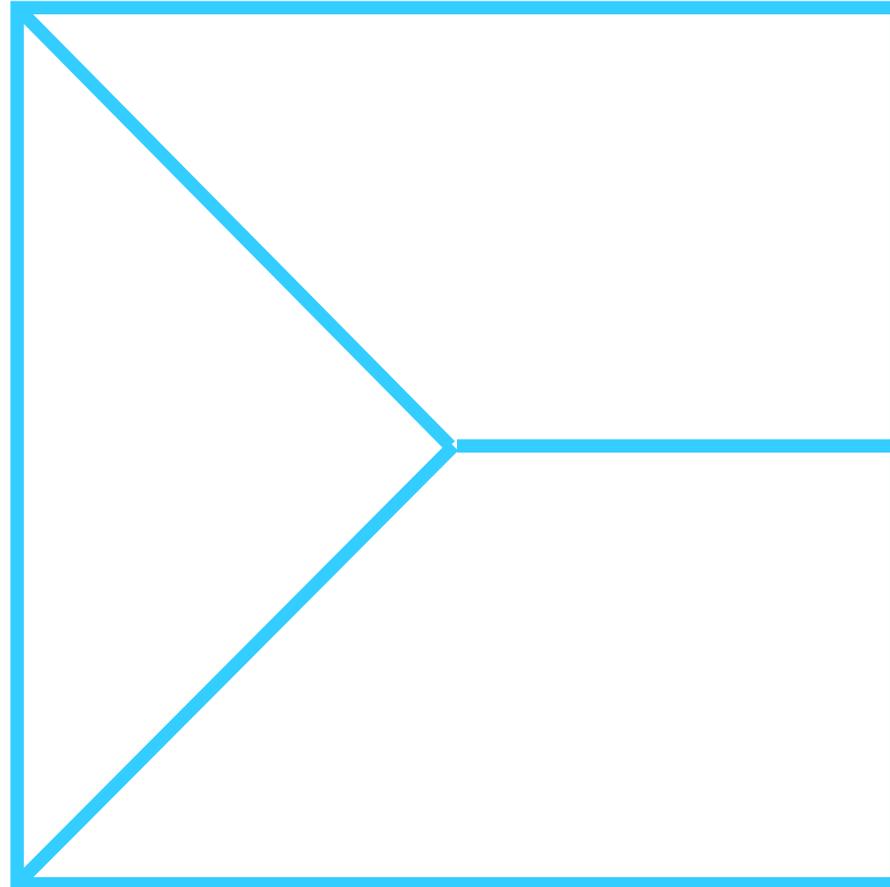
Photo by [Luca Bravo](#) on [Unsplash](#)

Common Mistakes

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

Create Value

Product
Or
Service

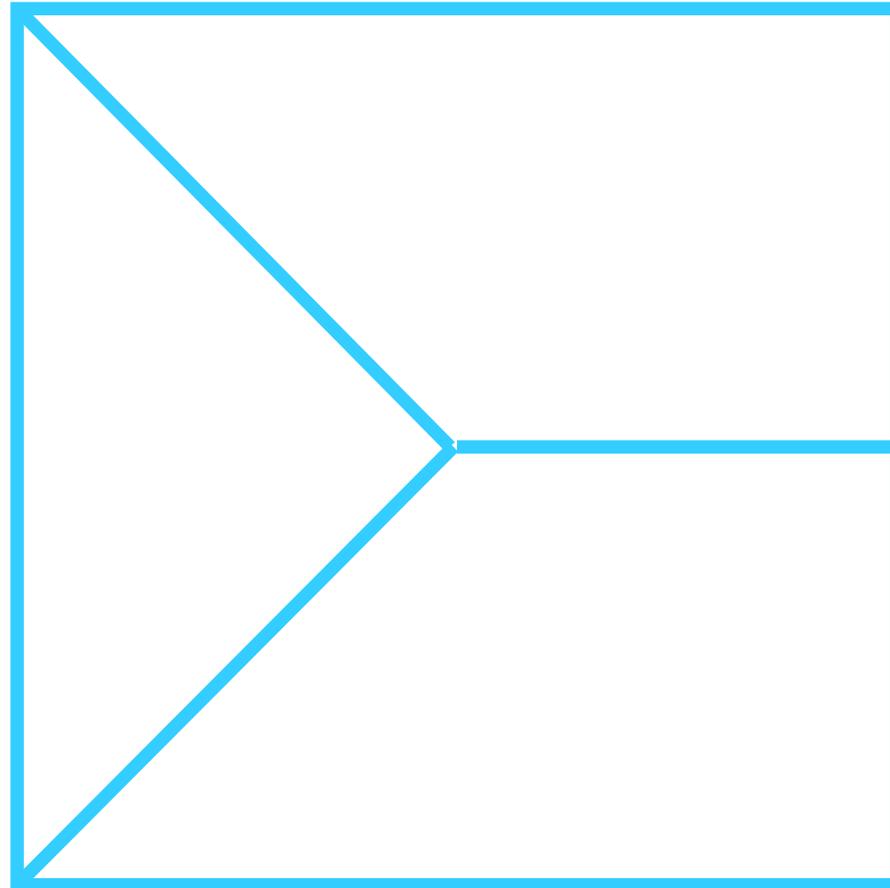


Gain Giver

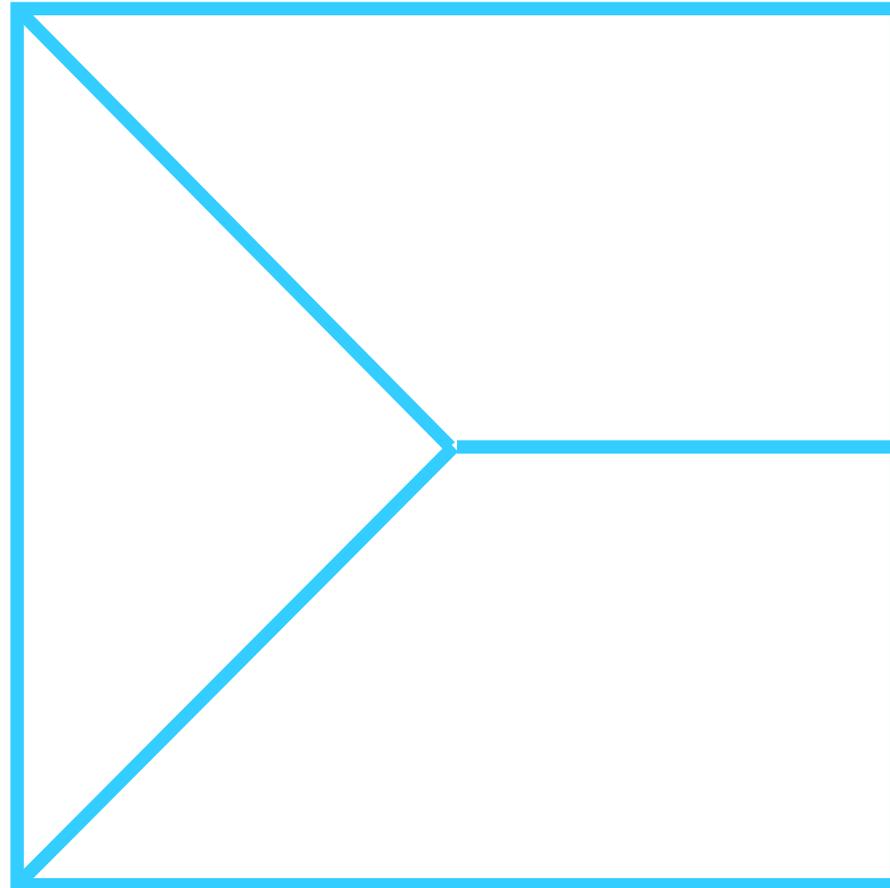
Pain Relievers

Product or Service

Product
Or
Service

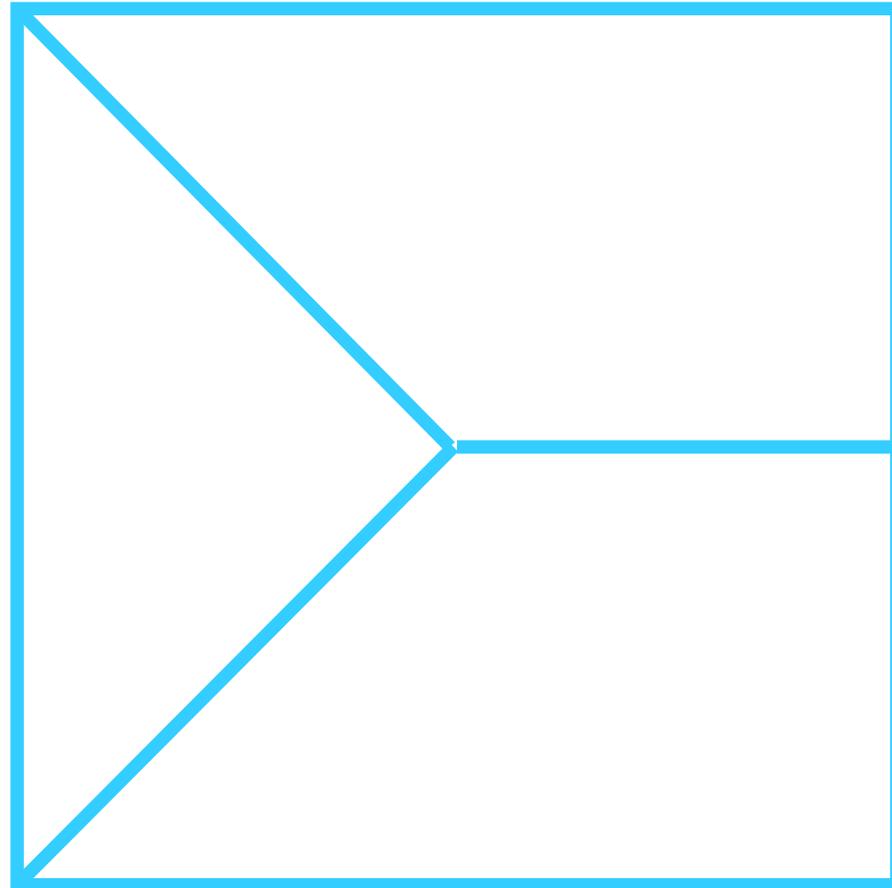


Pain Relievers



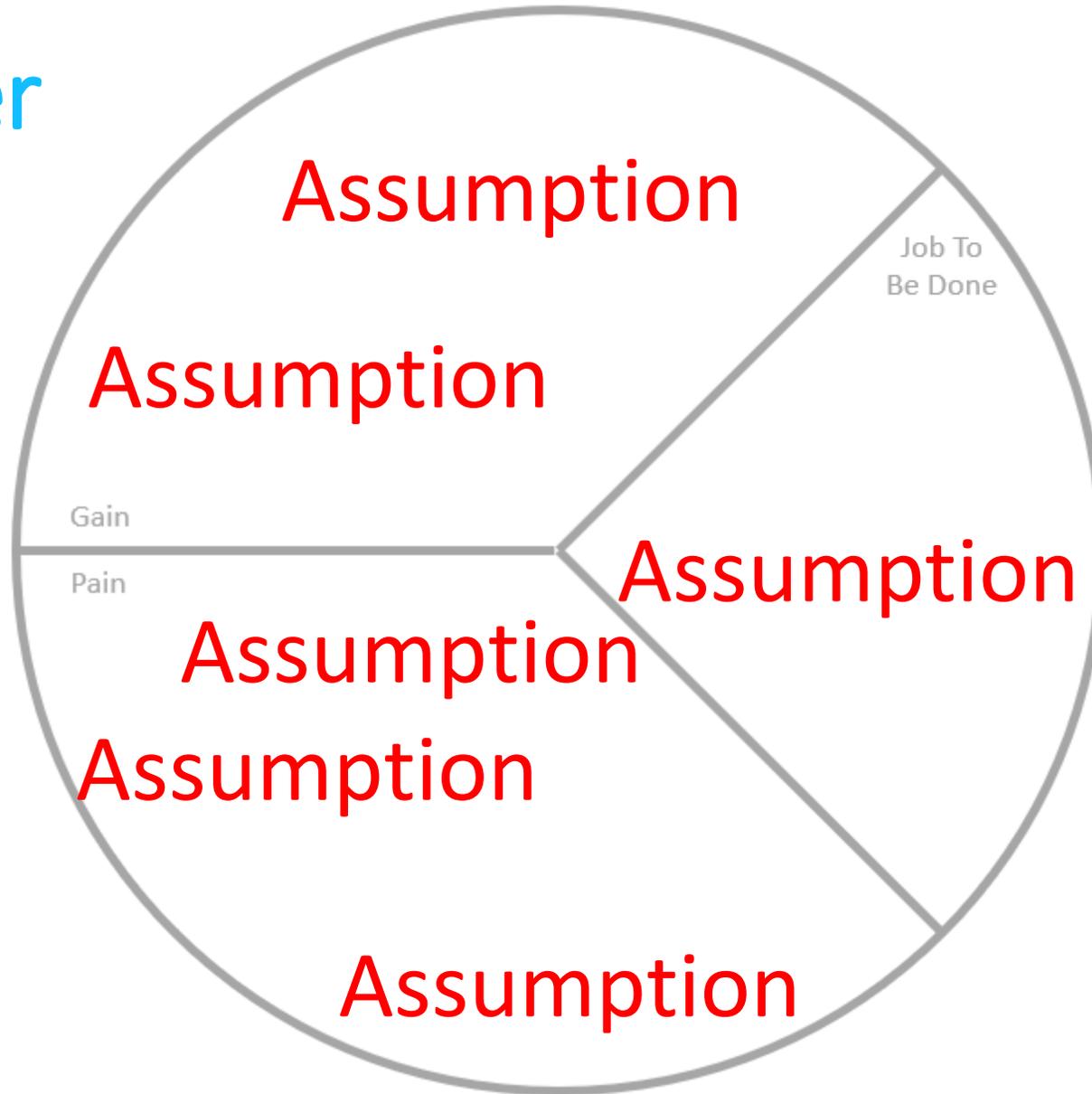
Pain Relievers

Gain Giver



Gain Giver

Remember



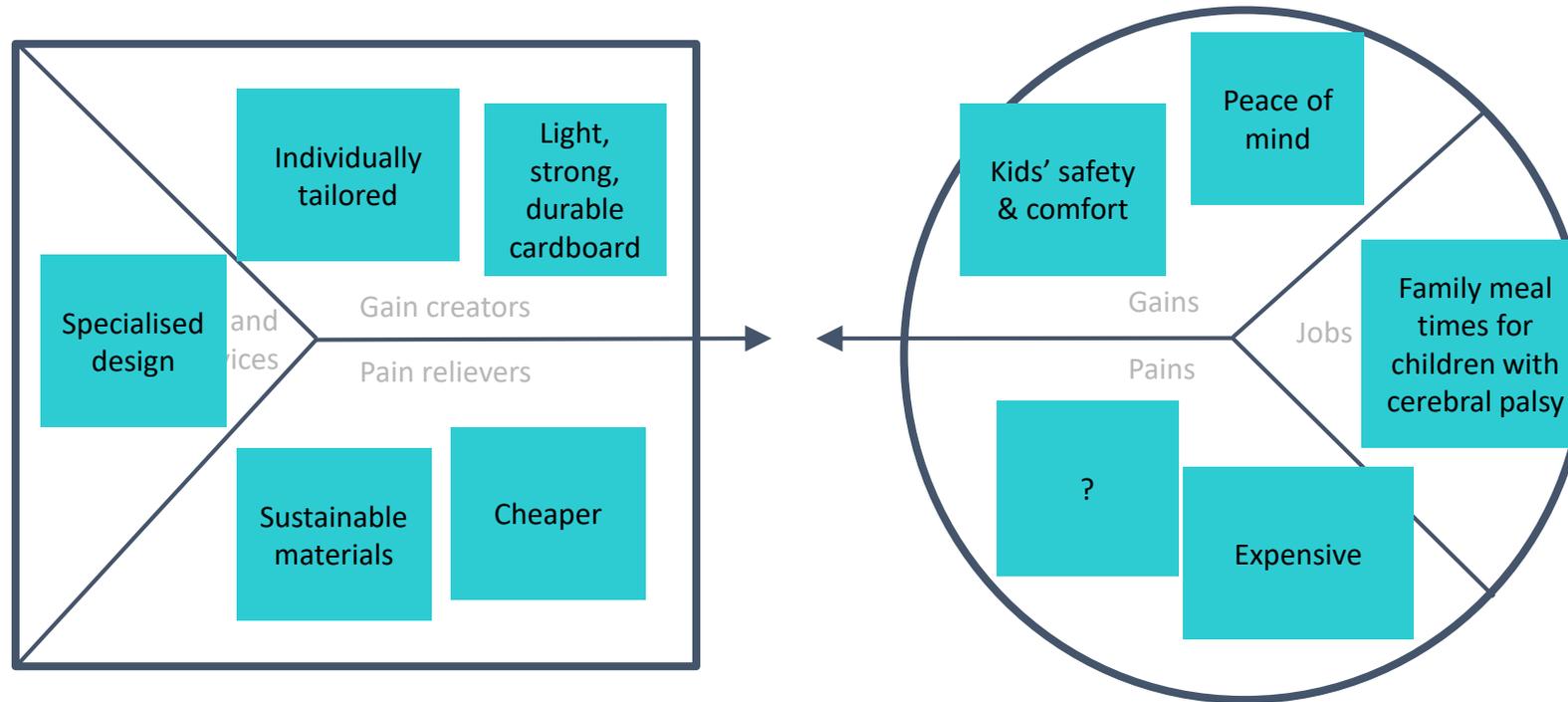
Next step...



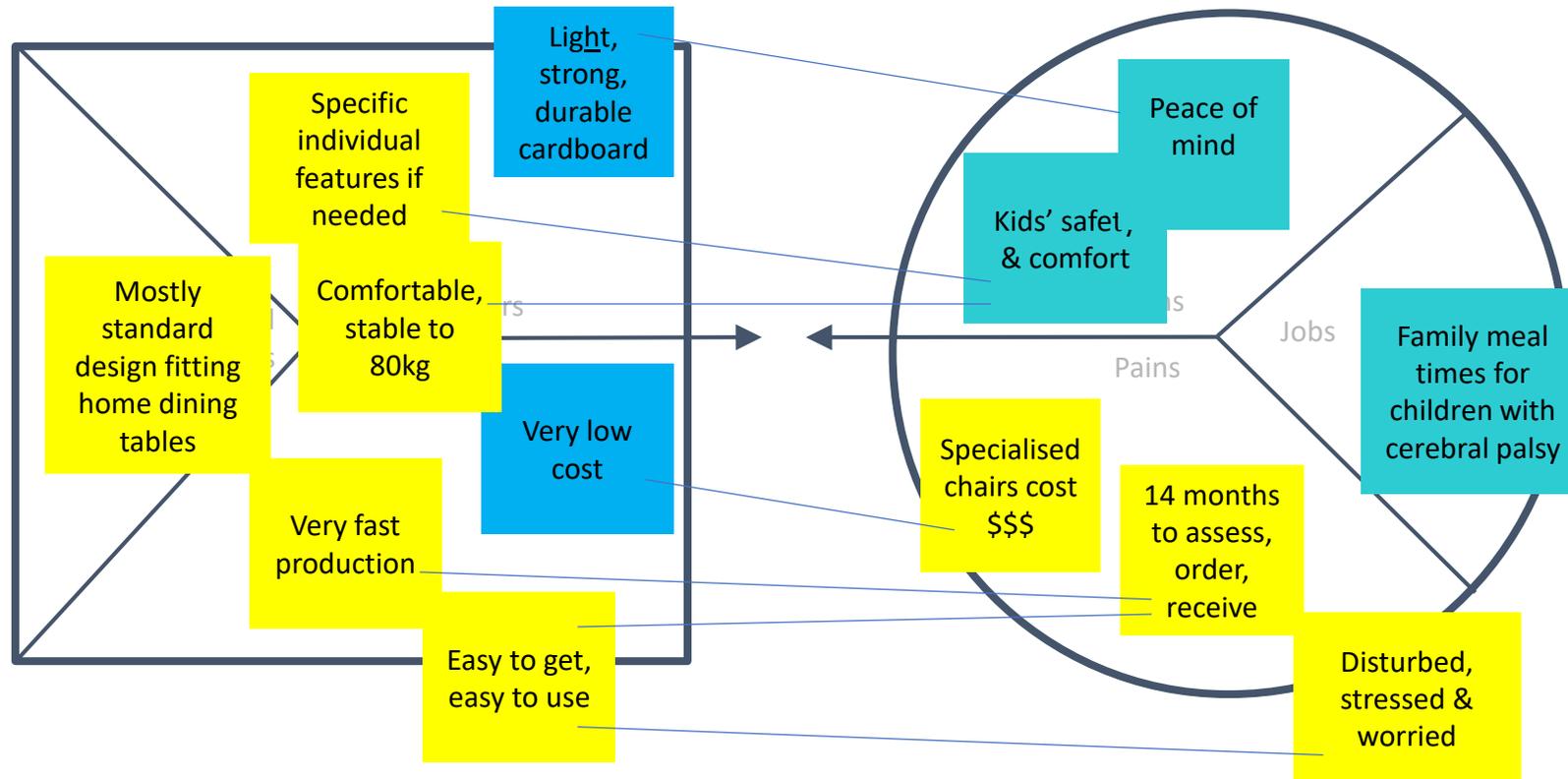
Validate the Assumptions

Now the Case Study

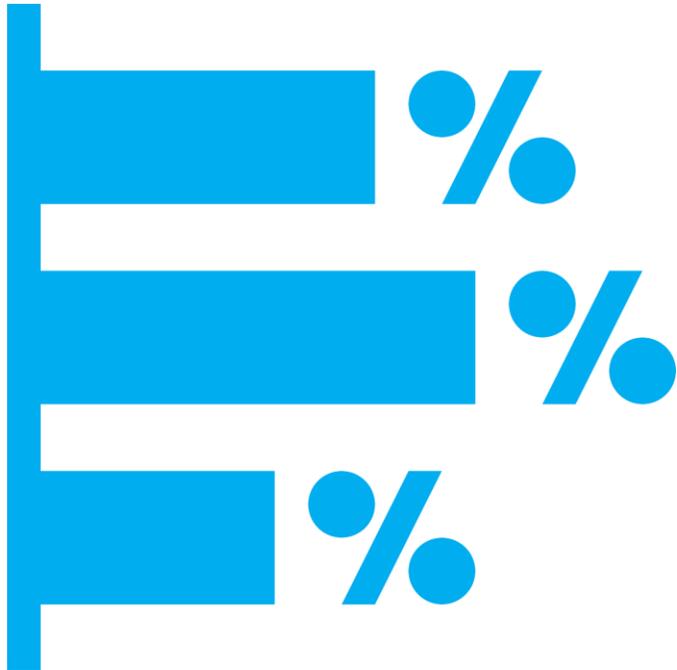
Example – Before Interviews



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

BASIC

\$0

11 Complimentary Nuggets
AI Recommendation

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STANDARD

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11 Complimentary Nuggets
10 Enhanced Nuggets
AI Recommendation
Q&A for each nugget

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WEBINAR

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10 Enhanced Nuggets
AI Recommendation
Q&A for each nugget
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MASTERMIND

\$197pm

11 Complimentary Nuggets
10 Enhanced Nuggets
AI Recommendation
Q&A for each nugget
Monthly [Webinars](#)
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Monthly Mastermind Session

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1-2-1

\$274ph

11 Complimentary Nuggets
10 Enhanced Nuggets
AI Recommendation
Q&A for each nugget
Monthly [Webinars](#)
Shared monthly Q&A
Monthly Mastermind Session
1 hour 1-2-1
16% discount 20 hours

[Apply](#)

Next webinar: Understanding Business Angel Investors



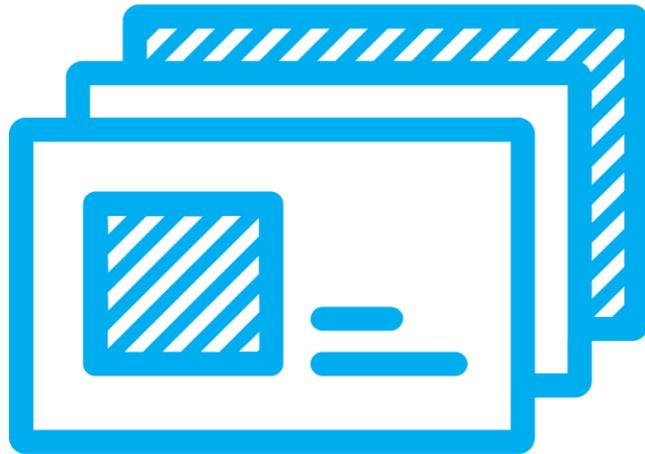
Wednesday, 15-May-19

Same place, same time

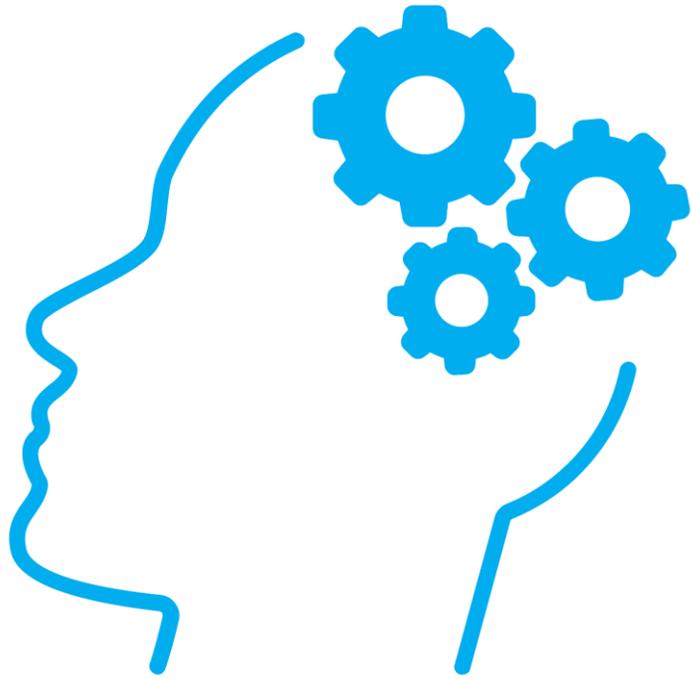
Invite others!

What next?

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



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Any Questions

