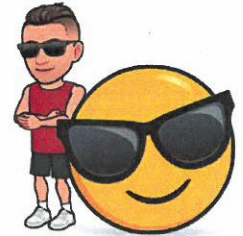




Stage 2 Business Innovation - Preassessment



What is the value proposition used for and how is 'fit' achieved?

to gain a better understanding of customer

Name the elements of the VPC (as many as you can remember)?

gains, pains and customer jobs

Why is it important that businesses transform?

I don't know

When should businesses NOT transform?

I don't know

