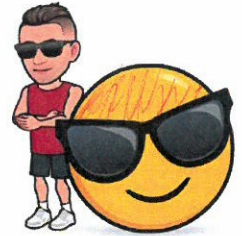




## Stage 2 Business Innovation - Preassessment



**What is the value proposition used for?**

The value proposition is used for businesses to acknowledge customer values and communicate ways that they are considered.

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

- Gain creators
- Products & services
- Pain relievers
- Gains
- Customer jobs

**Why is it important that businesses transform?**

To be able to be competitive and ensure their products are the best.

**When should businesses NOT transform?**

When they are doing good and earning enough profit.