

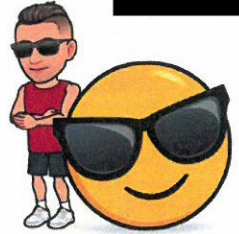


Stage 2 Business Innovation - Preassessment



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

it helps us understand the customer more.



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

gains, pains, customer jobs, relievers

Why is it important that businesses transform?

to evolve to stay in business

When should businesses NOT transform?

never