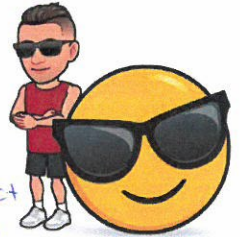




Stage 2 Business Innovation - Preassessment



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

- direct comparison customer & product
- matching up customer pains, gains and jobs to your product and how you plan to improve these, expect your product will help.

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

- customer profiles
- pains, gains, jobs
- value proposition:
- how your product improves gains, pains and jobs

Why is it important that businesses transform?

see if the product really meets customer wants.

When should businesses NOT transform?

- if it is the PERFECT product
- solves all pains
- increases gains
- allievates jobs