

VALUE PYRAMIDS

1. THE SOLUTION

What is the solution to the problem that you want to solve?
What type of products or services do you want to develop?

2. FOR WHO AND HOW

Who has this problem? How are they solving it today? How
is your products or services solving this problem for them?

3. PERCEIVED VALUE

Is the value tangible, intangible or created directly or indirectly?
How much does your customer value the solution?

4. MEASURE

Can you map the value chain?
Where is the value created?
How can you quantify the
value? How to
measure this?

8. PRICING POWER

How can you price your product?
What happens if you double your price?

7. VALUE CAPTURE MODELS

Which business model can you use?
What type of relationship do you have with your customers?

6. COST

How much does it cost to build and serve your solution?
How can you reach prospective customers?

5. UNIQUE PROPOSITIONS

Why should customers choose you?
How do you differentiate?

VALUE CREATION

You create value by solving
a problem that someone
has, who are ready to pay to
get it solved.



VALUE CAPTURE

This is your ability to
make a profit from the
value created by you or
others through your
business transactions.