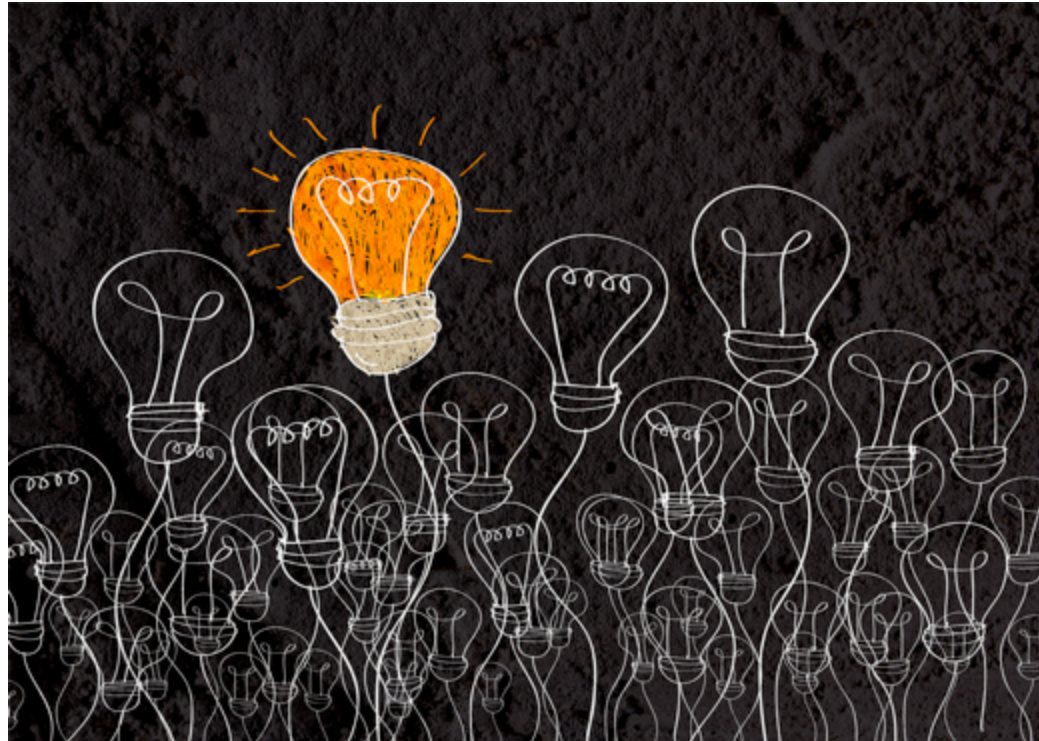




EMPREENDEDEDORISMO EM CIÊNCIAS

2019/2020

Ciências
ULisboa



1º CICLO DE ESTUDOS

AULA 6
21 & 24 OUT 2019

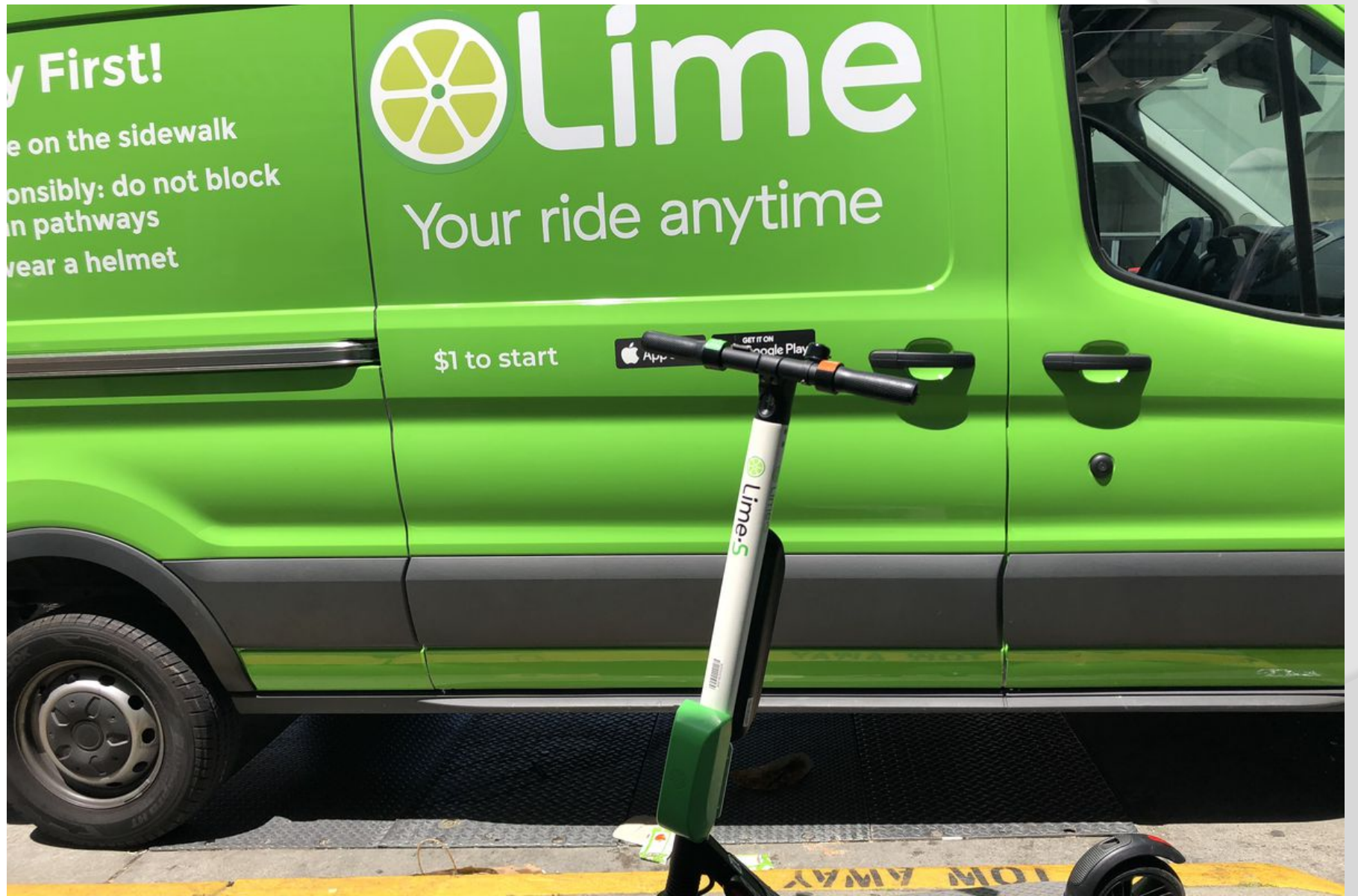
SUMMARY

- ① VALUE PROPOSITION
- ① I2B: DEFINE YOUR VALUE PROPOSITION AND CUSTOMER SEGMENTS
- ① HOW TO TEST AND VALIDATE HYPOTHESIS

VALUE PROPOSITION

What explains the **benefits** I am generating for my **clients/users** of my **product/service**.

The created value might be material or intangible.



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onsibly: do not block
n pathways
wear a helmet

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\$1 to start

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the App Store
GET IT ON
Google Play

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NO PARKING

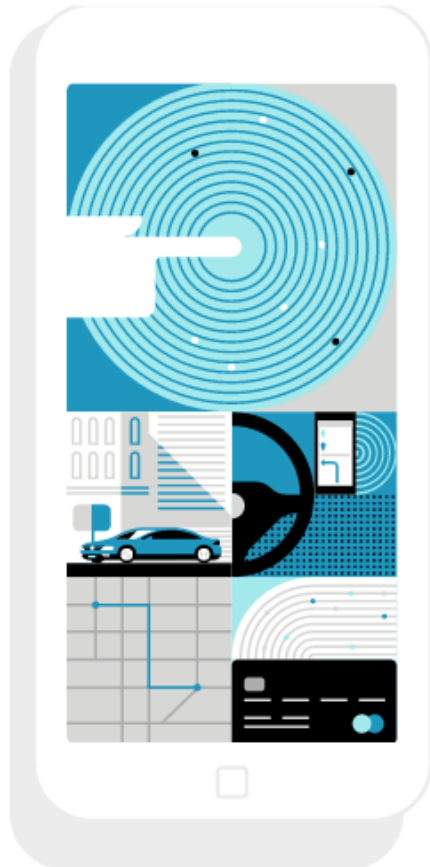
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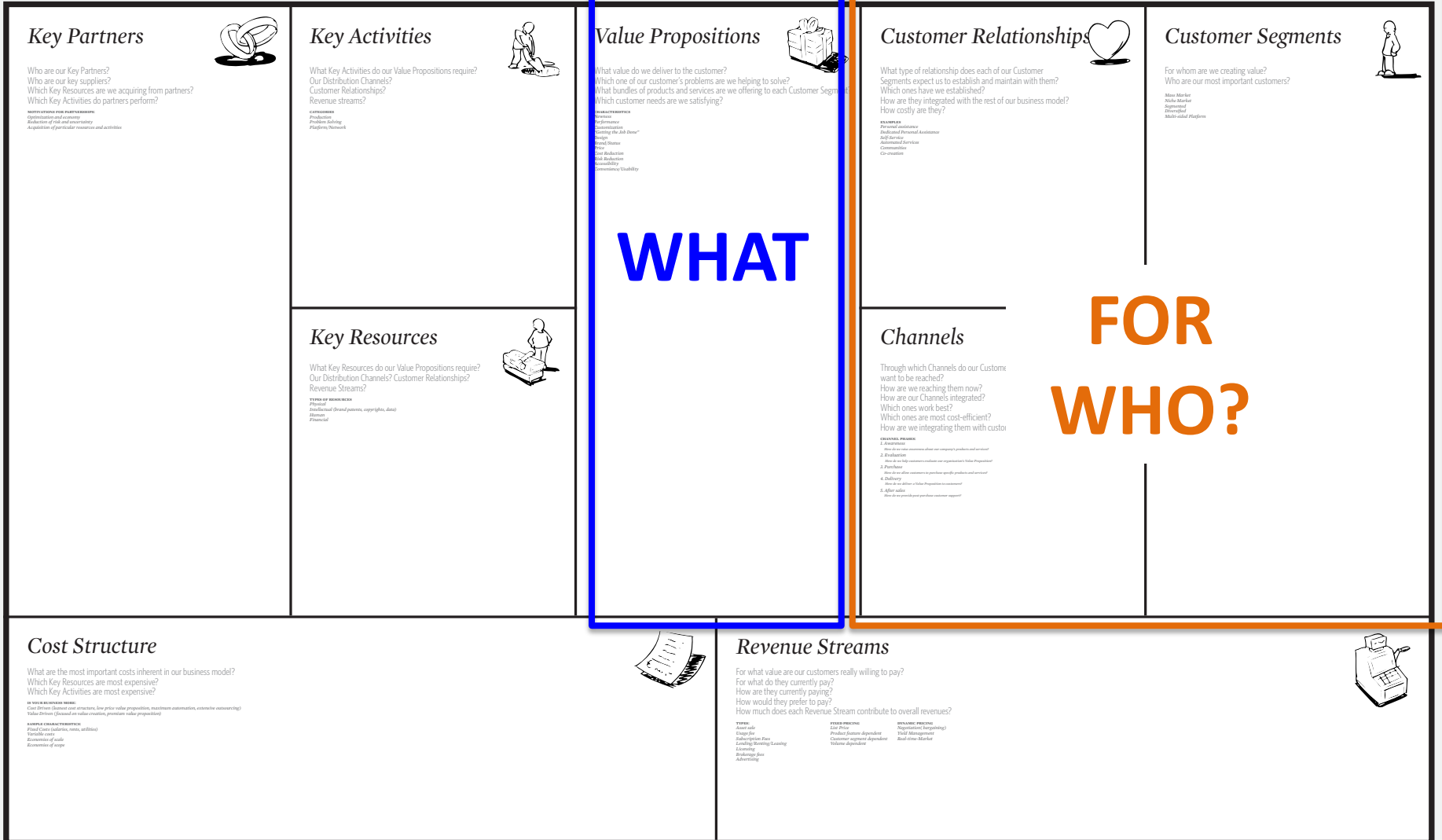
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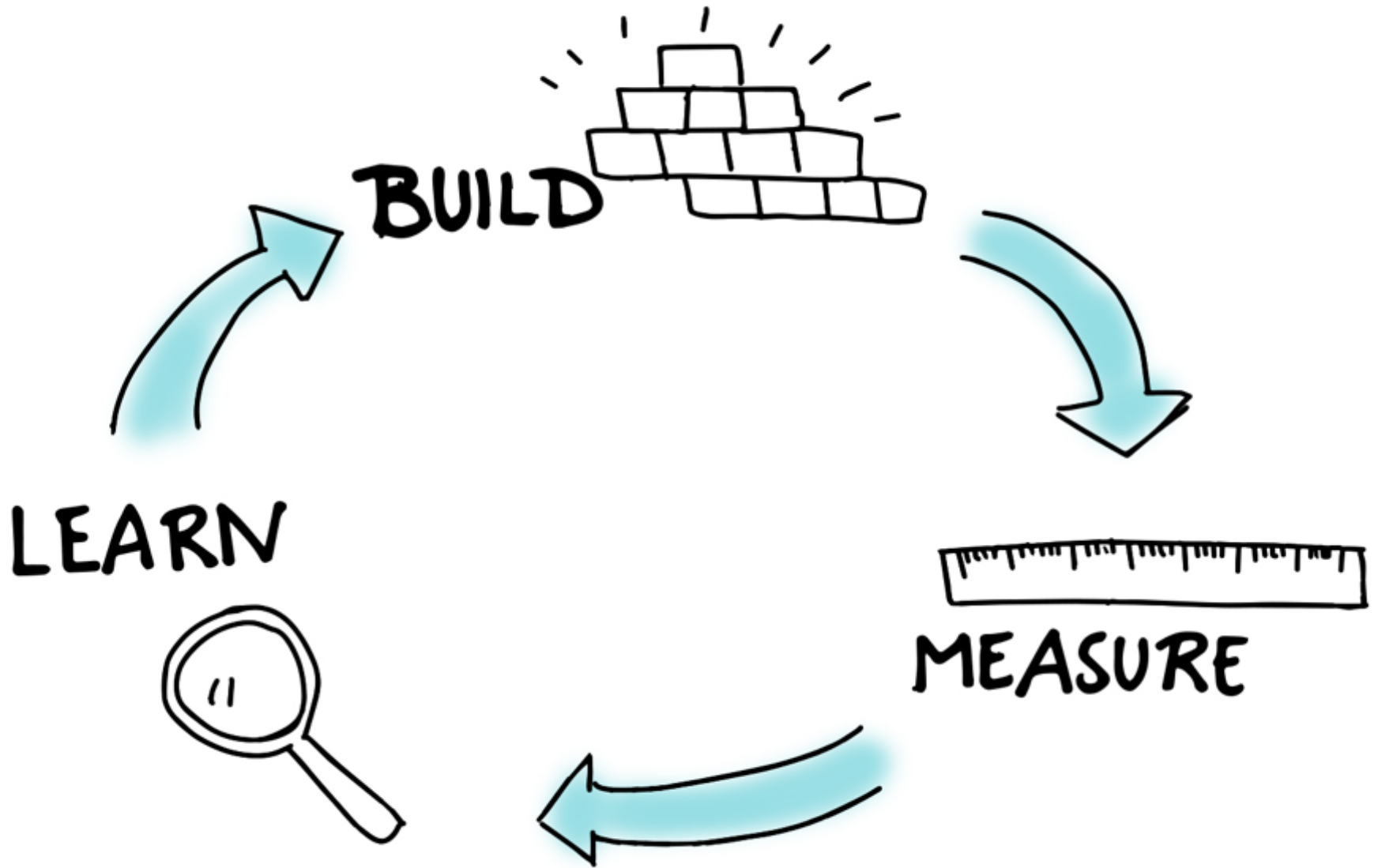
The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year
 Iteration: No





WHAT CAN I TEST?

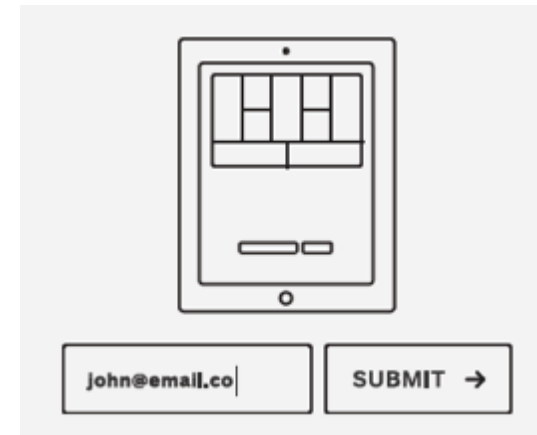
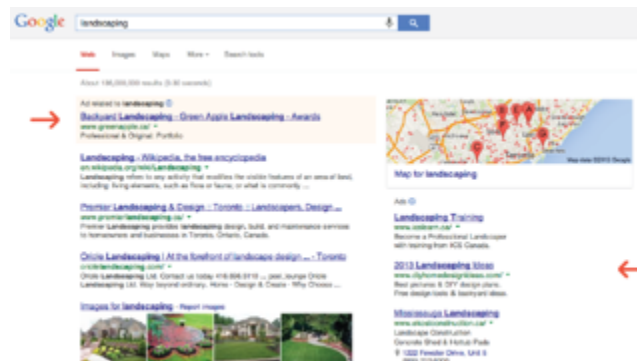
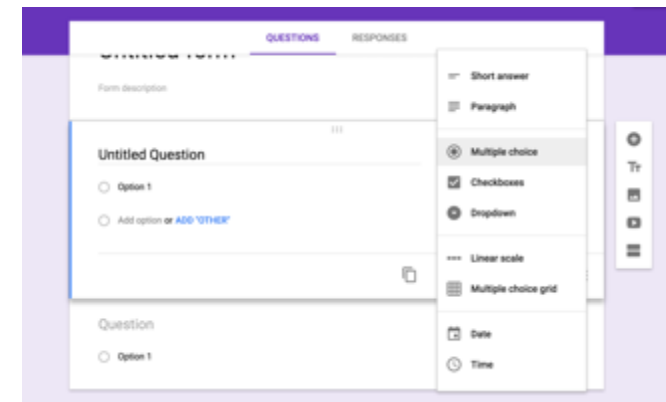
1. Interest & relevance
2. Willingness & ability to pay
3. Preferences & priorities



INTEREST & RELEVANCE

- Do potential customers show interest in your ideas
- Are your ideas relevant to them?
- Are they interested enough to perform an action?

- Polls
- Ad Tracking
- Landing Pages



WILLINGNESS & ABILITY TO PAY

- Are potential customers interested enough in the features of your value proposition to buy?
- Will they put their money where there mouth is?

- “Fake” Sales
- Pre-Sales
- Minimum Viable Products



The image shows a screenshot of a Kickstarter campaign page for 'Pebble: E-Paper Watch for iPhone and Android'. The page features a header with the Kickstarter logo and navigation links. The main content area displays the product name, a description, and statistics: 66,356 backers, \$10,166,359 pledged, and 8 days to go. A video player is visible, showing a red play button over a video frame. A green button labeled 'BACK THIS PROJECT' is prominent. The page also includes social media links and a 'PLEDGE \$1 OR MORE' button.

Project Name	Backers	Pledged	Goal	Days to Go
Pebble: E-Paper Watch for iPhone and Android	66,356	\$10,166,359	\$100,000	8

PREFERENCES & PRIORITIES

- Which features of your value proposition do potential customers prefer?
- What do they really value?
- What do they prioritize?

- Split Testing
- Innovation Games[®]



TESTING MY HYPOTHESIS

Test Card

 Strategyzer

Test Name

Deadline

Assigned to

Duration

STEP 1: HYPOTHESIS

We believe that

Critical:



STEP 2: TEST

To verify that, we will

Test Cost: Data Reliability:



STEP 3: METRIC

And measure

Time Required:



STEP 4: CRITERIA

We are right if

TESTING MY HYPOTHESIS

EXERCISE (15+15 min)

- ⦿ Define at least 10 hypothesis for your Project
- ⦿ Select 3 to validate (include one for problem, one for value and one for customer segments)
- ⦿ Define the tests you are going to do
- ⦿ Define validation thresholds
- ⦿ Use the green card for each hypothesis

ITERATE. ITERATE. ITERATE



HOMEWORK

- ⦿ Revise your BMC
- ⦿ Complete your hypothesis and validation tests
- ⦿ Launch forms and start interviews
- ⦿ Start thinking of landing pages/social media pages