Customer Development Strategy

Part 2

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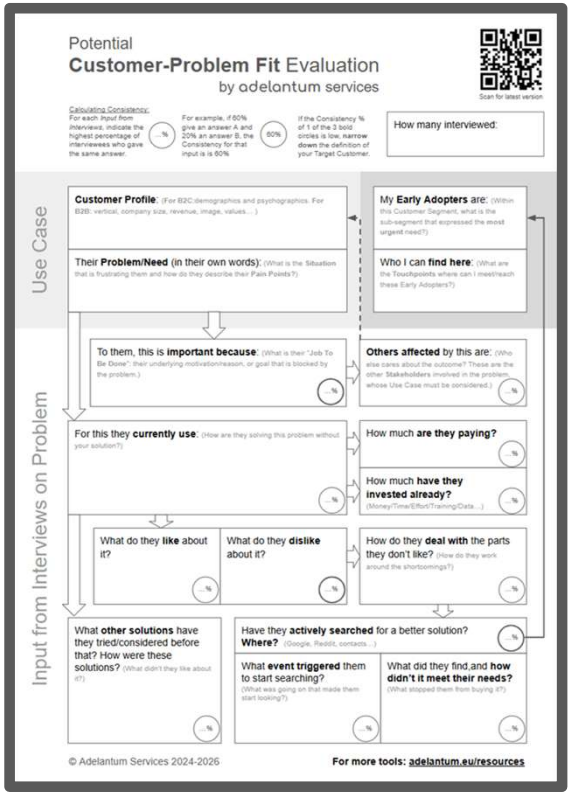
Subvencionat pel Departament d'Empresa (**Programa Primer)** i amb el cofinançament del Fons Social Europeu Plus

Evaluating your Use Cases to choose your Beachhead

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Evaluating a Use Case with the Adelantum Expanded Canvas



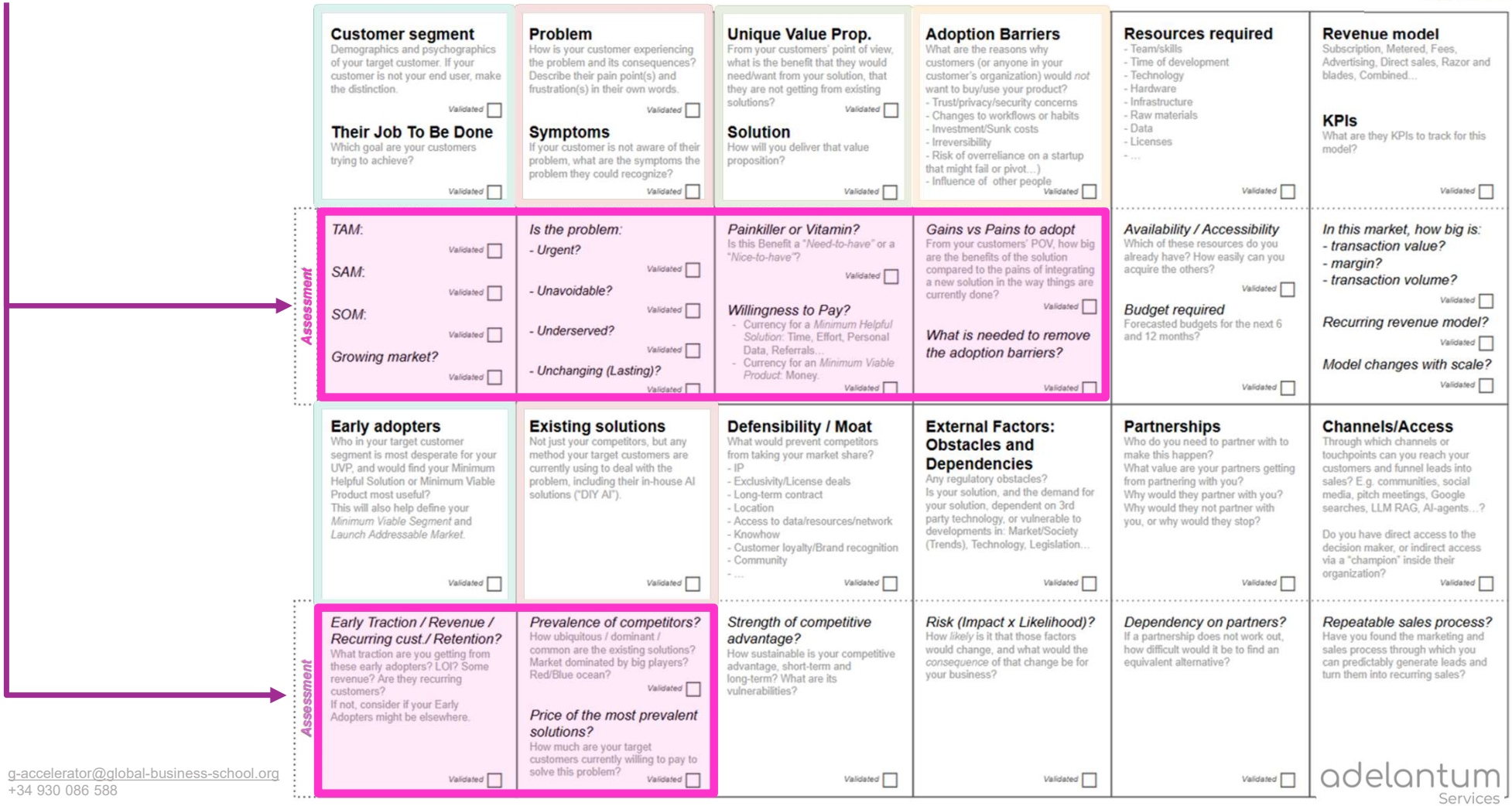
Customer segment Demographics and psychographics of your target customer. If your customer is not your end user, make the distinction. Validated **Their Job To Be Done** Which goal are your customers trying to achieve? Validated	**Problem** How is your customer experiencing the problem and its consequences? Describe their pain point(s) and frustration(s) in their own words. Validated **Symptoms** If your customer is not aware of their problem, what are the symptoms the problem they could recognize? Validated	**Unique Value Prop.** From your customers' point of view, what is the benefit that they would need/want from your solution, that they are not getting from existing solutions? Validated **Solution** How will you deliver that value proposition? Validated	**Adoption Barriers** What are the reasons why customers (or anyone in your customer's organization) would *not* want to buy/use your product? - Trust/privacy/security concerns - Changes to workflows or habits - Investment/Sunk costs - Irreversibility - Risk of overreliance on a startup that might fail or pivot…) - Influence of other people Validated	**Resources required** - Team/skills - Time of development - Technology - Hardware - Infrastructure - Raw materials - Data - Licenses - … Validated	**Revenue model** Subscription, Metered, Fees, Advertising, Direct sales, Razor and blades, Combined… **KPIs** What are they KPIs to track for this model? Validated
Assessment					
TAM: Validated *SAM:* Validated *SOM:* Validated *Growing market?* Validated	*Is the problem:* *- Urgent?* Validated *- Unavoidable?* Validated *- Underserved?* Validated *- Unchanging (Lasting)?* Validated	*Painkiller or Vitamin?* Is this Benefit a "*Need-to-have*" or a "*Nice-to-have*"? Validated *Willingness to Pay?* - Currency for a *Minimum Helpful Solution*: Time, Effort, Personal Data, Referrals… - Currency for an *Minimum Viable Product*: Money. Validated	*Gains vs Pains to adopt* From your customers' POV, how big are the benefits of the solution compared to the pains of integrating a new solution in the way things are currently done? Validated *What is needed to remove the adoption barriers?* Validated	*Availability / Accessibility* Which of these resources do you already have? How easily can you acquire the others? Validated *Budget required* Forecasted budgets for the next 6 and 12 months? Validated	*In this market, how big is:* *- transaction value?* *- margin?* *- transaction volume?* Validated *Recurring revenue model?* Validated *Model changes with scale?* Validated
Early adopters Who in your target customer segment is most desperate for your UVP, and would find your Minimum Helpful Solution or Minimum Viable Product most useful? This will also help define your *Minimum Viable Segment* and *Launch Addressable Market*. Validated	**Existing solutions** Not just your competitors, but any method your target customers are currently using to deal with the problem, including their in-house AI solutions ("DIY AI"). Validated	**Defensibility / Moat** What would prevent competitors from taking your market share? - IP - Exclusivity/License deals - Long-term contract - Location - Access to data/resources/network - Knowhow - Customer loyalty/Brand recognition - Community - … Validated	**External Factors: Obstacles and Dependencies** Any regulatory obstacles? Is your solution, and the demand for your solution, dependent on 3rd party technology, or vulnerable to developments in: Market/Society (Trends), Technology, Legislation… Validated	**Partnerships** Who do you need to partner with to make this happen? What value are your partners getting from partnering with you? Why would they partner with you? Why would they not partner with you, or why would they stop? Validated	**Channels/Access** Through which channels or touchpoints can you reach your customers and funnel leads into sales? E.g. communities, social media, pitch meetings, Google searches, LLM RAG, AI-agents…? Do you have direct access to the decision maker, or indirect access via a "champion" inside their organization? Validated
Assessment					
Early Traction / Revenue / Recurring cust./ Retention? What traction are you getting from these early adopters? LOI? Some revenue? Are they recurring customers? If not, consider if your Early Adopters might be elsewhere. Validated	*Prevalence of competitors?* How ubiquitous / dominant / common are the existing solutions? Market dominated by big players? Red/Blue ocean? Validated *Price of the most prevalent solutions?* How much are your target customers currently willing to pay to solve this problem? Validated	*Strength of competitive advantage?* How sustainable is your competitive advantage, short-term and long-term? What are its vulnerabilities? Validated	*Risk (Impact x Likelihood)?* How *likely* is it that those factors would change, and what would the *consequence* of that change be for your business? Validated	*Dependency on partners?* If a partnership does not work out, how difficult would it be to find an equivalent alternative? Validated	*Repeatable sales process?* Have you found the marketing and sales process through which you can predictably generate leads and turn them into recurring sales? Validated

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Evaluating a Use Case with the Adelantum Expanded Canvas

Impuls Agritech



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Evaluating a Use Case with the Adelantum Expanded Canvas

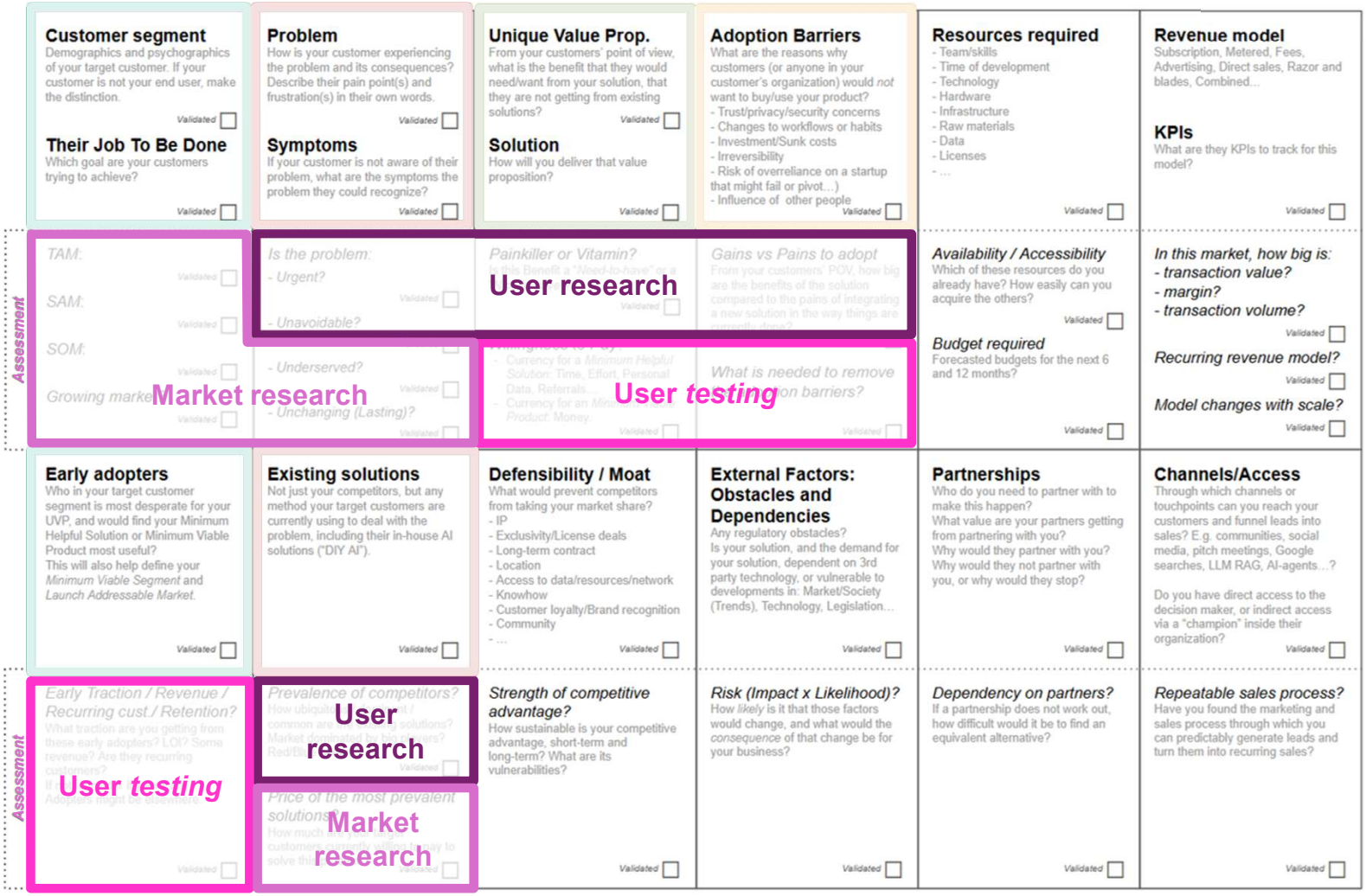
Impuls Agritech

A. User Research

B. Market Research

C. User Testing

Customer Validation techniques



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Customer Validation

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Customer Validation

A. User Research:

Techniques:

1. Walk-Observe-Talk (WOT)
2. Interviews and surveys
3. AI User Research
4. Pitch Meetings (B2B)

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Customer Validation

A. User Research:

1. Walk-Observe-Talk (WOT):

- "Walk" in your target customer's shoes to experience their pain points/needs firsthand.
- "Observe" without interfering how your target customer deals with the problem.
- "Talk" with your target customer, without mentioning your product, to gain unbiased insights.

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A. User Research:

2. Interviews and surveys:

- Focus of the conversation on your interviewee's experience of the problem, not how your product could help.
- Interview their memory, not their imagination.

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A. User Research (continued):

3. AI User Research:

- Actual Voice of Customer (VoC) / consumer sentiment scraping from reviews platforms:
  - Only as good as the input data it can find.
  - Will give you a plausible answer even if input data is scarce or poor.
- Synthetic Users:
  - Based on simulations, not real people.

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A. User Research (continued):

4. Pitch Meetings (B2B):

- Often the only touchpoints B2B customers
- It's tempting to make it a Sales Pitch, but this will turn your meeting into negotiation, making your target customer hold their cards close to their chest, and answer little more than "Yes/No/We'll think about it".

=> There is **more to gain from talking about your understanding of their problem**, as this will prompt them to correct you where you are wrong and start a conversation, which:

  - you will learn much more from (Any interest they show will be more genuine)
  - builds trust, which keeps the door open for a follow up.

- BONUS: Showing a perfect understanding of your target customer's problem is often more likely to convince them, than showcasing the features of your product.

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B. Market Research:

Review Mining Platforms	Category	Best For Mining...
G2, Capterra, TrustRadius, Gartner Peer Insights	Enterprise SaaS & Software	Software feature roadmaps, ROI claims, vendor switching triggers, implementation pain points
Amazon, Target, Walmart, Best Buy	Consumer Physical Goods	Build quality, physical defect rates, sizing issues, regional product expectations
Trustpilot, Yotpo / Judge.me (Brand Sites)	D2C Brands & Retail Services	Delivery reliability, return friction, post-purchase customer support
FlavorWiki	Food, Cosmetics, Sensory Research	Taste profiles, ingredient preferences, packaging/sensory feedback, IHUT (In-Home User Testing)
Reddit, Quora, Niche Discourse Forums	Community & Unfiltered Discussion	Unmet market needs, honest alternative workarounds, feature workarounds
Product Hunt, Chrome Web Store	Early-Stage Launch & Adoption	MVP friction, positioning resonance, early adoption barriers
Glassdoor, Indeed	Internal & Strategic Insights	Competitor product debt, internal tooling bottlenecks, organizational weaknesses

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C. User Testing:

- User Testing is not about building and launching a Minimum Viable Product (MVP) asap.
- The moment you start building a solution, you've picked a direction.
- 3 stages:
  1. **Proof of Demand:** Validates that there is demand for a better solution to the problem.
  2. **Proof of Preferred Solution:** Validates that your customer prefers your solution over any alternative solution.
  3. **Beta-testing with the Superhuman Product-Market Fit Engine:** Leverages survey feedback from early users to know which features to add or prioritize.

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C. User Testing (continued):

1. **Proof of Demand for a better solution:**
   a) UVP taglines
   b) Minimum Helpful Solution
2. **Proof of Preferred Solution:**
   a) Brochure Testing
   b) Landing page
   c) Minimum Viable Product (MVP)
3. **Beta-testing with the Superhuman Product-Market Fit Engine**

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C. User Testing (continued):

1. Proof of Demand for a better solution:

a) UVP taglines (Language-Market Fit technique):

1) Find UVP taglines with the "Now you can…" exercise
2) Test the taglines in-person or over video call:
   - 1 tagline at a time, shown for 5 seconds, then removed without warning.
   - Ask what they remember and what they think it means in their own words.
3) A/B test the taglines with ads on social media
4) Expand on these taglines with a Brochure Test (see Proof of Preferred Solution)

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UVP Taglines (“Now you can…”)

(Now you can…) **[enable specific benefit]/[remove specific pain point]**

+ [problem differentiator]/[barrier removed]/[bold statement]

! Use words the customer would use (=> collect quotes from interviews for inspiration).

! Avoid buzzwords and vague platitudes. Focus on their specific needs and goals, e.g. “*all-in-one video solution*” vs “*automatically add subtitles to your videos before you publish them to social media*” .

! Once you found a sentence, remove “Now you can”.

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UVP Taglines (“Now you can…”)

(Now you can…) **[enable specific benefit]/[remove specific pain point]**
+ [problem differentiator]/[barrier removed]/[bold statement]

- (Now you can) “……” without “……”
- (Now you can) “……”, no “……”
- (Now you can) “……” with only “……”

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C. User Testing (continued):

1. Proof of Demand for a better solution:

b) Minimum Helpful Solution

- An MHS is a pre-MVP solution that offers a little relief/value in the simplest and fastest way.
- Engagement of your target audience with an MHS shows a hunger for a better solution.
- For example: free insights on the problem on social media, tips/tricks/hacks to better use available solutions, community forums to discuss the problem…
- Proof of **Willingness to "Pay":** If not with money, with time, effort, personal data, referrals…

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C. User Testing (continued):

2. Proof of Preferred Solution:

- The goal is not just to prove that customers want your solution, but that they prefer it over other solutions.
- Tests can be done at product level or at feature level.
- When testing your solution with users, make sure to always present:
  - more than one option (typically 3), as allowing test subjects to compare features will provide much more detailed feedback, for example:
    - your solution + 2 alternative solutions (NOTE: test subjects must NOT know which solution is yours)
    - 3 variants of your solution
  - all options on **equal footing**, so that test subjects cannot guess which of the presented options is yours.

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C. User Testing (continued):

2. Proof of Preferred Solution:

a) Brochure Testing

b) Landing page

c) Minimum Viable Product (MVP)

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Customer Validation

C. User Testing (continued):

2. Proof of Preferred Solution:

a) Brochure Testing (Language-Market Fit test):

1) Ideal for testing on equal footing
2) Expands on UVP taglines
3) Test in-person or over video call
4) Provides input for Landing Page and Marketing Materials.

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Brochure Test

UVP Tagline 1

Benefits

- …
- …
- …

Feature description 1
…

Feature description 2
…

Feature description 3
…

UVP Tagline 2

Benefits

- …
- …
- …

Feature description 4
…

Feature description 5
…

Feature description 6
…

UVP Tagline 3

Benefits

- …
- …
- …

Feature description 7
…

Feature description 8
…

Feature description 9
…

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C. User Testing (continued):

2. Proof of Preferred Solution:

b) Landing page

1) Google Search Console: insights on how your page performs in Google Search results.
2) Google Analytics and Heat Mapping: insights on how your customers interact with your sites/apps
3) Proof of Willingness to "Pay":
   - Paid pre-orders are the best early validation.
   - If not with money: signups and waitlists that require time, effort, personal data…

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Customer Validation

C. User Testing (continued):

2. Proof of Preferred Solution:

c) Minimum Viable Product (MVP)

- Can be used for Proof of Preferred Solution *only if* the prototype looks on equal footing with other options.
- For Proof of Usability, MVP testing can be done at several stages during development, but only if the scope of what you wish to validate is clearly defined and your MVP test is set up accordingly. Otherwise, you risk receiving false positives/negatives in the feedback.

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C. User Testing (continued):

3. Beta-testing with the Superhuman Product-Market Fit Engine

- Framework created by **Superhuman** founder and CEO Rahul Vohra (Full article: *How Superhuman Built an Engine to Find Product Market Fit*)
- Requires a **minimum of 40 users**, and ideally 100-200 users, that are willing to be surveyed. Surveys should be repeated at regular intervals, but never with the same users.
- Can be used **pre-launch**, and provides useful insights even with non-paying users (e.g. beta testers)
- Based on the **Sean Ellis Test** or **"40% Rule"** for finding Product-Market Fit.

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C. User Testing (continued):

3. Beta-testing with the Superhuman Product-Market Fit Engine

The **Sean Ellis Test** or **"40% Rule"** for finding Product-Market Fit:

1. Ask users: "How would you feel if you could no longer use the product?"
   a) Very disappointed
   b) Somewhat disappointed
   c) Not disappointed

2. Measure the percentage that answers: "very disappointed".

3. 40% is the critical threshold for PMF, beyond which the product is usually ready to scale sustainably.

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Customer Validation

C. User Testing (continued):

3. Beta-testing with the Superhuman Product-Market Fit Engine

The 4 survey questions:

1. How would you feel if you could no longer use *[our product]*?
   A) Very disappointed B) Somewhat disappointed C) Not disappointed

2. What type of people do you think would most benefit from *[our product]*?

3. What is the main benefit you receive from *[our product]*?

4. How can we improve *[our product]* for you?

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Validation of Financial Viability

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Evaluating the *Business Case* of a Use Case

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Use Case

Business Case

	Customer segment Demographics and psychographics of your target customer. If your customer is not your end user, make the distinction. Validated ☐ **Their Job To Be Done** Which goal are your customers trying to achieve? Validated ☐	**Problem** How is your customer experiencing the problem and its consequences? Describe their pain point(s) and frustration(s) in their own words. Validated ☐ **Symptoms** If your customer is not aware of their problem, what are the symptoms the problem they could recognize? Validated ☐	**Unique Value Prop.** From your customers' point of view, what is the benefit that they would need/want from your solution, that they are not getting from existing solutions? Validated ☐ **Solution** How will you deliver that value proposition? Validated ☐	**Adoption Barriers** What are the reasons why customers (or anyone in your customer's organization) would *not* want to buy/use your product? - Trust/privacy/security concerns - Changes to workflows or habits - Investment/Sunk costs - Irreversibility - Risk of overreliance on a startup that might fail or pivot…) - Influence of other people Validated ☐	**Resources required** - Team/skills - Time of development - Technology - Hardware - Infrastructure - Raw materials - Data - Licenses - … Validated ☐	**Revenue model** Subscription, Metered, Fees, Advertising, Direct sales, Razor and blades, Combined… **KPIs** What are they KPIs to track for this model? Validated ☐
Assessment	*TAM:* Validated ☐ *SAM:* Validated ☐ *SOM:* Validated ☐ *Growing market?* Validated ☐	*Is the problem:* *- Urgent?* Validated ☐ *- Unavoidable?* Validated ☐ *- Underserved?* Validated ☐ *- Unchanging (Lasting)?* Validated ☐	*Painkiller or Vitamin?* Is this Benefit a "*Need-to-have*" or a "*Nice-to-have*"? Validated ☐ *Willingness to Pay?* - Currency for a *Minimum Helpful Solution*: Time, Effort, Personal Data, Referrals… - Currency for an *Minimum Viable Product*: Money. Validated ☐	*Gains vs Pains to adopt* From your customers' POV, how big are the benefits of the solution compared to the pains of integrating a new solution in the way things are currently done? Validated ☐ *What is needed to remove the adoption barriers?* Validated ☐	*Availability / Accessibility* Which of these resources do you already have? How easily can you acquire the others? Validated ☐ *Budget required* Forecasted budgets for the next 6 and 12 months? Validated ☐	*In this market, how big is:* *- transaction value?* *- margin?* *- transaction volume?* Validated ☐ *Recurring revenue model?* Validated ☐ *Model changes with scale?* Validated ☐
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Evaluating the *Business Case* of a Use Case

A Use Case may show enormous market opportunity, but it's not the right Use Case for your startup if it is not supported by a strong Business Case:

- Do you have access to the customer?
- Do you have access to the resources and necessary partnerships?
- If access must be built, do you have the necessary time and Budget (runway) to get there?
- How vulnerable are you to disruptions in regulations, trends, technology, resources, partnerships…
- Who is your competition? Will you be able to you defend your market position in the short term and long term?

=> A Use Case qualifies as potential Beachhead only if it has a strong Business Case.

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How you should *not* use a Canvas

- **Conflating Use Cases**
  - If you can help different target audiences with different needs, don't combine them in your Canvas!

    => Use one canvas per Use Case to evaluate if that Use Case is supported by a strong Business Case and is worth pursuing.

    => This is how you can find your ideal Use Case and choose your Niche/Beachhead.

- **Using the Business Model Canvas to convince investors**
  - A canvas is a live tool that must be continuously revisited throughout the project.
  - It's not a pitch deck for investors. Don't embellish the numbers in your canvas (e.g. TAM/SAM/SOM), you will only fool yourself.

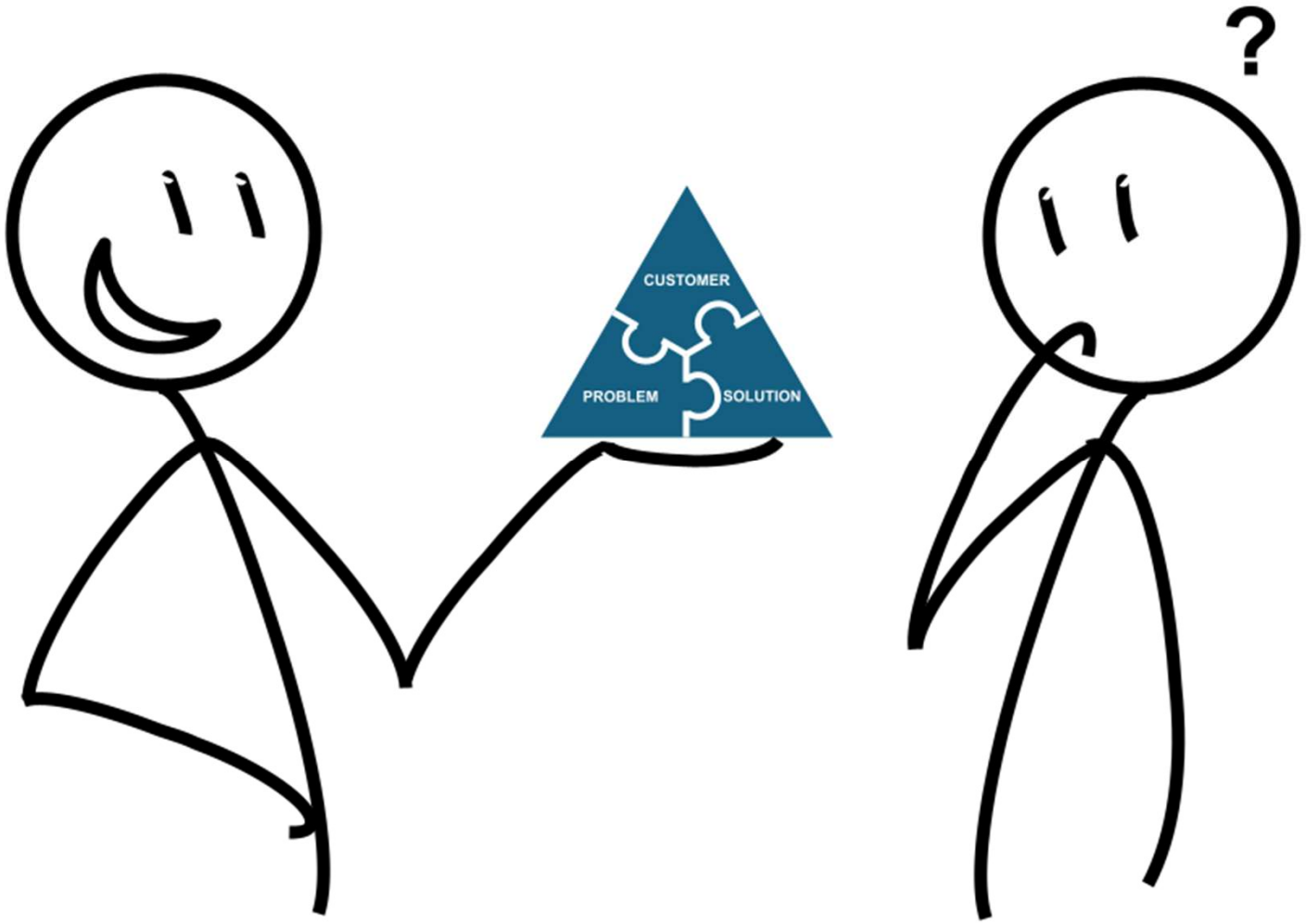
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How to get your customer to understand they need your product

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Reasons why customers don’t understand…



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Where would you get your morning coffee?



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Where would you get your morning coffee?



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Reasons why customers don't understand…

1. Unclear UVP, due to solving many different problems for many different customers

- **Coffee bar (only serves coffee) vs Café (serves other drinks too)**:

  Where do you go for your morning coffee?

  ⇒ To the coffee bar, as 100% of what they offer matches what you need.

  ⇒ Startups typically start as a coffee bar, and then grow into a café.

  ⇒ Solution for the café: putting a *"Best coffee here"* sign in the morning.

- **Exception**: the "One-Stop Shop" is a valid Value Proposition for customers who do need several things. (Supermarket, wedding planner…)

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Reasons why customers don’t understand…

2. Expecting customers to know which solution they need

Levels of problem awareness:

1) Aware of needed **solution**
2) Aware of **problem**, but not of needed solution
3) Aware of **symptoms**, but not of problem

Note: Showing customers that you understand their problem can have a bigger impact than showing them your features.

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Tasks

For the PDFs of these templates, go to adelantum.eu/resources.

1. Fill out the **Use Case Map.**
2. Fill out the **Stakeholder-Problem Map.**
3. Choose two Use Cases and fill out a **Customer-Problem Fit Evaluation** for each, based on your assumptions.
4. Choose the most promising use case and assess its potential as a business case by filling out the **Expanded Canvas**.
5. Formulate **3 UVP taglines** for that chosen use case.
6. Make a **Brochure Test with these 3 UVP taglines**.
7. Think of what would be a **Minimum Helpful Solution** for your Unique Value Proposition (= the simplest and fastest way you can deliver some value to your target audience)?

=> Send me your answers (in a DOC or XLS file) at least 1 day before our 15 min follow-up meeting.

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Pitching workshop

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What is the goal of your pitch?

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What is the goal of your pitch?

Default goal: **to get to the next meeting.**

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The keys to a successful pitch

1. Present your idea as **clearly and concisely** as possible.
2. **Differentiate** your idea from other startups
3. **Convince** your audience of the high potential and high chances of success of your idea.

   Connect -> Captivate -> Convince

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Have different pitches ready

Adapt format to available time and channel:

- Have a **1 min, 2 min, 3min, 5min, 10 min** pitch presentation and a **pitch deck** to send by mail.
- Include detailed slides as **appendix** to have handy during questions. Slides for which there is not enough time in the short pitch formats (e.g. the Revenue Model slide) should also be moved to the appendix

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In-Person vs Online vs Pitch Deck

- **In-person**: both visual and auditory focus are on the speaker, not on the slides => the slides must support what the speaker is saying, not distract from it.
- **Online**: visual focus is usually on the slides and auditory focus on the speaker => slides must match what the speaker is saying.
- **Pitch Deck**: These are the slides that you send via e-mail to potential investors, partners, clients, typically before a first meeting => must be easy to read and understand.

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Less is more

- **Simplify** and **slow down**, make sure people follow what you're saying.
- Use **pauses** to emphasize important information.
- **No need to explain everything**. The goal is to make them interested in knowing more.
- Have the explanation ready in **appendix** if asked.
- If there's **too much text**, people won't know what to pay attention to. (pitch deck vs presentation)

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Know your audience

- Know who you are talking to and adapt your pitch to **make it relatable to them**.
- Listen to **what they have asked** previous pitchers: what do they care about?

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The 10 key elements of a pitch

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1. Introduction / Hook

- **Goal: To communicate extremely clearly and concisely what your business is offering.**
- After seeing it, your audience should have no doubt in their mind what your business is about.
- Tip: after your pitch, ask people what they remember, and use their exact words to improve your Hook.

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2. Problem

- **Goal: To convince people you are solving a real, acute pain, that people will be willing to pay for.**
- Distinguish User (who *has* the problem) from Customer (who *pays* for solve the problem) if they are different people.
- Problem description:
  - Pain points in the words of customer
  - Data/facts if they are easy to understand
- If the audience is not familiar with the problem: Introduce it with a story about a hero (user) with a challenge (problem) to make it relatable.

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2. Problem - Using a story

- A story is a powerful tool to help your audience understand the problem you are trying to solve, *especially if you don't have data that illustrates the problem*. A story helps your audience **empathize** with your target customer and understand the importance of solving their problem.
- Investors hear pitches all the time. A good story not only helps them relate, but also **remember** you.
- Keep it **spontaneous**.
- Can be about **you or someone else**.
- Only use it **if it makes sense**, and keep it to the point.

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3. Solution (UVP)

- **Goal: To clearly present your business offering and your unique value proposition**
- UVP/key benefit in words of customer
- Not a description of the features of your product (yet)
- Competitive Landscape (comparison table)
- Moat/Unfair Advantage

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4. Opportunity

- **Goal: To convince your audience that the project has an extremely high upside.**
- Scalability/Growth potential
- Market Size (TAM, SAM, SOM)
- Timing:
  - Why now? What external factors create urgency?
  - How does timing make your solution inevitable?

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5. Product (only for longer pitches)

- **Goal: To showcase your product.**
- Features
- Demo
- TRL

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6. Validation/Traction

- **Goal: To give evidence of problem-solution fit or product-market fit.**
- Choose KPIs that:
  - are relevant for your product. (No vanity metrics!)
  - show strong traction or at least strong validation.
- Expected: 15% of month-over-month growth in financial terms and in usage terms.

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7. Business Model (only for longer pitches)

- Revenue Model
- G2M strategy
- Early Adopters

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8. Financial projections (not for early ventures)

- **Goal: To present a favorable financial trajectory of the business.**
- 3-5 years of projections
- Milestones
- ROI

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9. Team and Authority

- **Goal: To leave your audience with the impression that you are the right people for the job.**
- Minimum expected: Tech person + Business person
- Previous success of founders
- Expertise in domain
- If solo founder: show you are well surrounded

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10. The Ask

- **Goal: What are you willing to achieve with this presentation?**
- How much needed?
- How will it be used?
- To reach which milestone?
- If no need for investment, you can ask for introductions, or anything else your audience can help with. Goal is to build relationships.

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Additional slides

- **Goal: To give important information that doesn't fit neatly into one of the traditional slides**
- * Exit Strategy (only for late-stage startup)
- * Strategic Partnerships
- * Business Model (if not included before)
- * Other Investors (social proof)
- * Advisors and mentors (important if the founding team is inexperienced)

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KEEP CALM

AND

OWN

THE ROOM

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Staying calm

Use your body to calm your brain: adopting a confident stance (“power pose”) and tone of voice helps you feel calm.

- ***Stance***:
  - **Feet**: apart, same distance as between your shoulders
  - **Hands**: keep them above the belly button, below the shoulders and between the elbows.

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Staying calm

- ***Voice***:
  - Rhythm and tone:
    - **Don’t rush**, keep it clear.
    - **Emphasize** important words
    - A **deeper** voice will make you feel calmer
  - **Pauses** for emphasis: will make the audience remember better what you just said.
  - **Volume**: speak to the person in the back of the room

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Staying calm

- ***Remind yourself:***
  - Trust your **idea**, it's a good one.
  - Reconnect with your passion and **share** it.
  - It's not about passing an exam, but about finding a good **relationship**.
  - Take it as a **learning** experience.
  - Tell yourself: "**I'm excited**": No physiological difference for the brain between anxiety and excitement!
  - **Have fun!** "For the next 1 to 10 min, this stage is MINE b*tches!"

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Tasks

For the PDFs of these templates, go to adelantum.eu/resources.

1. Fill out the **Use Case Map.**
2. Fill out the **Stakeholder-Problem Map.**
3. Choose two Use Cases and fill out a **Customer-Problem Fit Evaluation** for each, based on your assumptions.
4. Choose the most promising use case and assess its potential as a business case by filling out the **Expanded Canvas**.
5. Formulate **3 UVP taglines** for that chosen use case.
6. Make a **Brochure Test with these 3 UVP taglines**.
7. Think of what would be a **Minimum Helpful Solution** for your Unique Value Proposition (= the simplest and fastest way you can deliver some value to your target audience)?

=> Send me your answers (in a DOC or XLS file) at least 1 day before our 15 min follow-up meeting.

8. **Optional:** Prepare your **first two slides (Hook + Problem)** to test your presentation opener with me during our 15 min feedback session, before the Sales Pitch.

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Thank you!

Subvencionat pel Departament d'Empresa (**Programa Primer)** i amb el cofinançament del Fons Social Europeu Plus

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