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# Organization of Session on Value Proposition Fit & Business Fit Workshop



## Product Market Fit



## Problem Solution Fit

**Problem :** People can't walk till restaurants to get food

**Good Solution :** Online doorstep delivery (ZOMATO)

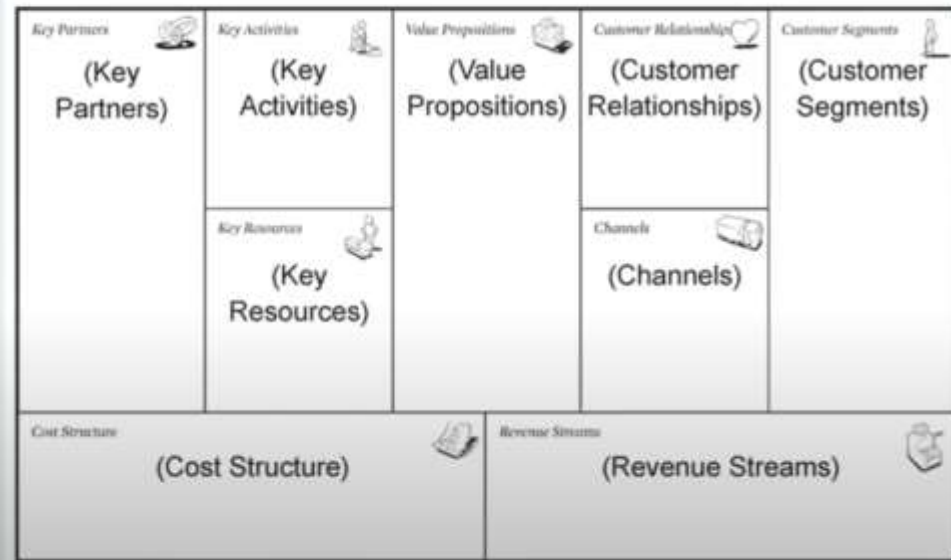
**Bad Solution :** Motivate them to walk (BOOMATO)

**Problem :** No own vehicle for commutation

**Good Solution :** Online ride booking (OLA)

**Bad Solution :** Steal neighbours' vehicle (ZOOOLA)

# Business Model Fit



## Offline Program is organized for students and faculty

### Report on Value Proposition Fit & Business Fit Workshop

**Executive Summary:** This report provides an overview of the Value Proposition Fit & Business Fit Workshop, which aimed to help entrepreneurs and startups refine their value propositions and achieve alignment between their business models and customer needs. The workshop employed interactive exercises, case studies, and expert guidance to facilitate participants' understanding and application of value proposition fit and business fit concepts.

**Introduction:** The Value Proposition Fit & Business Fit Workshop was organized to address the crucial aspects of aligning a startup's value proposition with customer needs and ensuring coherence between its business model and market dynamics. The workshop provided participants with practical tools and frameworks to evaluate and iterate their value propositions and business models effectively.

### Workshop Objectives:

1. To educate participants about the concept of value proposition fit and its significance in startup success.
2. To guide participants through the process of identifying customer needs, defining value propositions, and validating product-market fit.
3. To facilitate discussions and exercises aimed at aligning business models with customer segments, channels, and revenue streams.
4. To provide participants with actionable insights and strategies to refine their value propositions and business models based on customer feedback and market insights.

#### Objectives

A value proposition workshop begins with clear objectives—creating, refining, or aligning your unique value proposition. Involve cross-functional team members, share customer personas and research, and discuss objectives, market insights, and the target audience. Analyze competitors for differentiation opportunities.

#### Workshop Agenda:

1. **Introduction to Value Proposition Fit:** Overview of the value proposition canvas, customer discovery process, and techniques for identifying customer pains, gains, and jobs to be done.
2. **Customer Validation Exercises:** Interactive exercises and role-playing scenarios to help participants conduct customer interviews, gather feedback, and validate their value propositions.
3. **Business Model Alignment:** Discussion on aligning key components of the business model canvas, including customer segments, channels, revenue streams, and cost structure, with the value proposition.
4. **Case Studies and Best Practices:** Analysis of real-world examples and success stories illustrating effective value proposition fit and business model alignment strategies.
5. **Expert Guidance and Mentorship:** Expert facilitators and mentors provided personalized guidance and feedback to participants on refining their value propositions and business models.
6. **Iterative Prototyping:** Hands-on exercises on prototyping value propositions and business models, iterating based on feedback, and testing hypotheses to achieve product-market fit.

#### Workshop Format:

- The workshop was designed as a combination of presentations, group discussions, hands-on exercises, and mentorship sessions to engage participants and foster collaboration.

- Expert facilitators with practical experience in entrepreneurship, product management, and customer development led the workshop sessions, ensuring participants received guidance from industry professionals.
- Participants were encouraged to actively participate in group activities, share their experiences, and seek feedback from peers and mentors to enhance their learning and problem-solving capabilities.

## **Benefits**

The Value Proposition Fit & Business Fit Workshop helps startups understand how to align their product with customer values and processes, and how to generate revenue.

## **Key Outcomes:**

1. **Enhanced Understanding of Value Proposition Fit:** Participants gained a deeper understanding of the importance of value proposition fit in startup success and acquired practical tools and techniques for identifying and validating customer needs.
2. **Alignment of Business Models:** Participants learned how to align key components of the business model canvas with their value propositions, ensuring coherence between customer segments, channels, revenue streams, and cost structure.
3. **Refinement of Value Propositions:** Participants refined their value propositions based on customer feedback and market insights, iteratively improving their products or services to better meet customer needs and preferences.
4. **Actionable Insights and Strategies:** Participants received actionable insights and strategies for refining their value propositions and business models, enabling them to make informed decisions and pivot effectively based on market feedback.

**Coordinator**

**Dr. P. H. Zope**