

VentureLab @SLU

Structure the thinking, organising, working and communicating your ideas.
All for free and confidential.



Sparbanken Skåne



All of you will work with **projects** in your studies and future career.

Problems

Solutions

Ideas

NABC Model

Value Proposition Model

KTH Innovation Readiness Level

Business Model Canvas

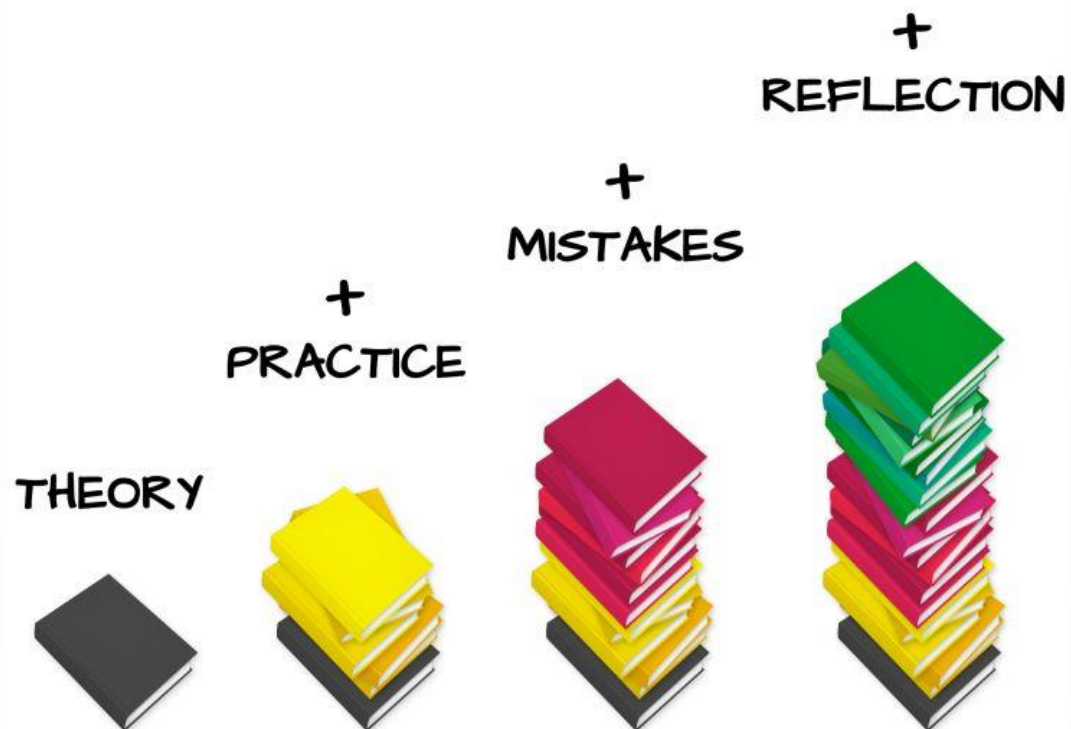
NABC Pitch

The above tools help you to:

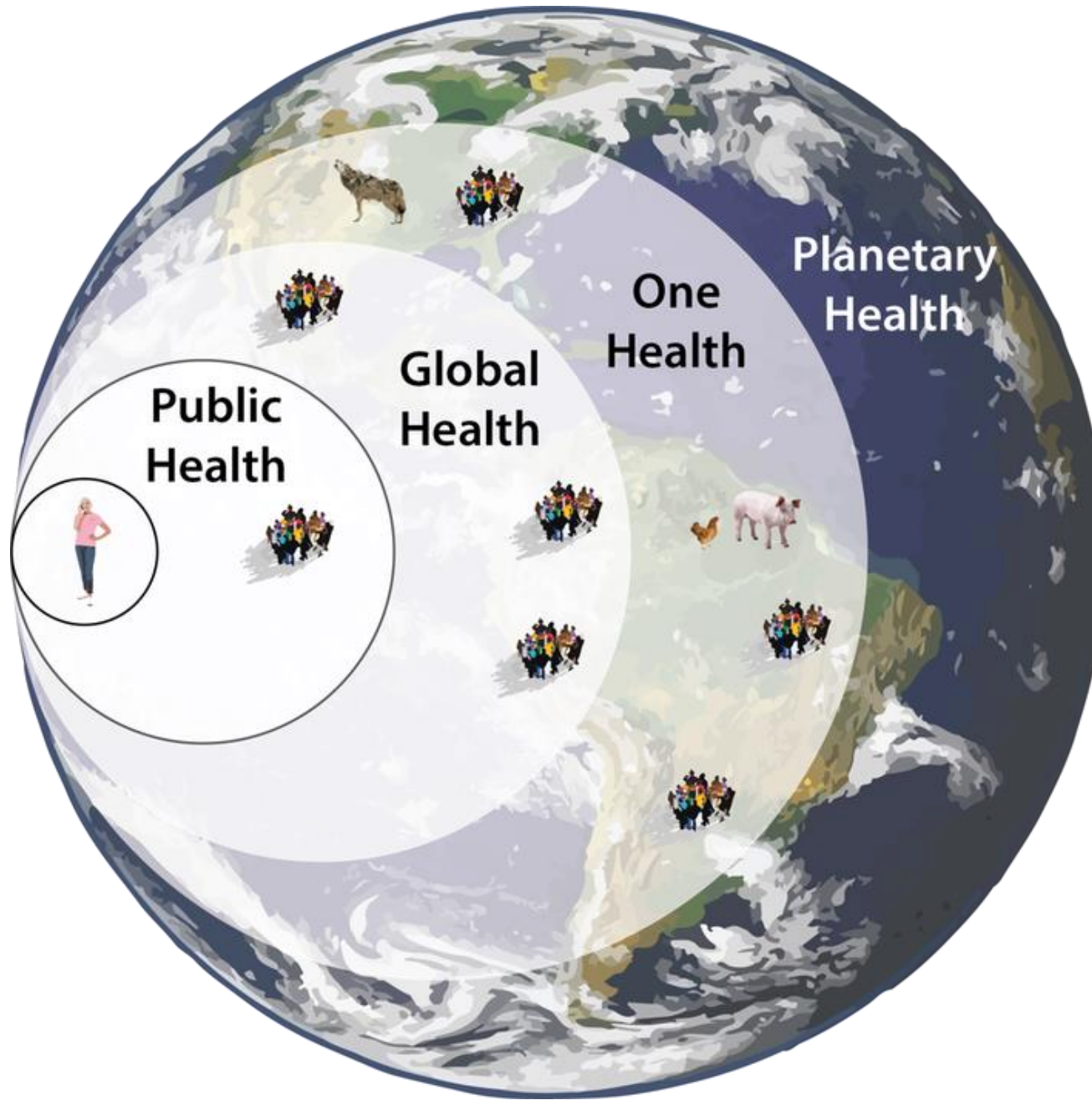
structure the thinking, organising, working and communicating your ideas.

Problems

HOW MUCH WE LEARN FROM

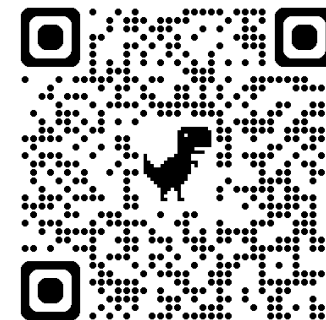
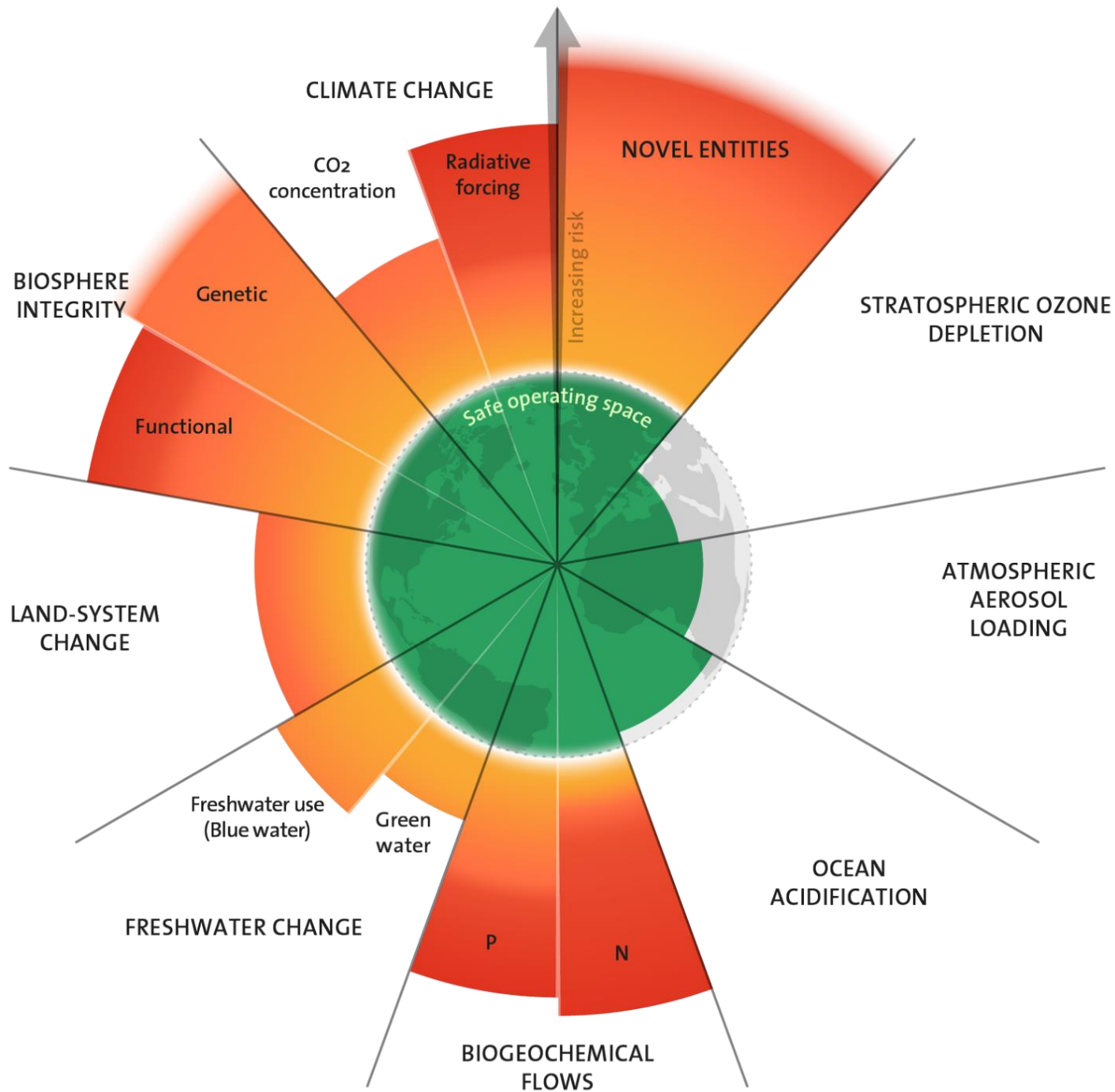


Problems

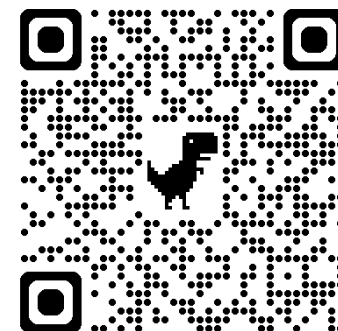
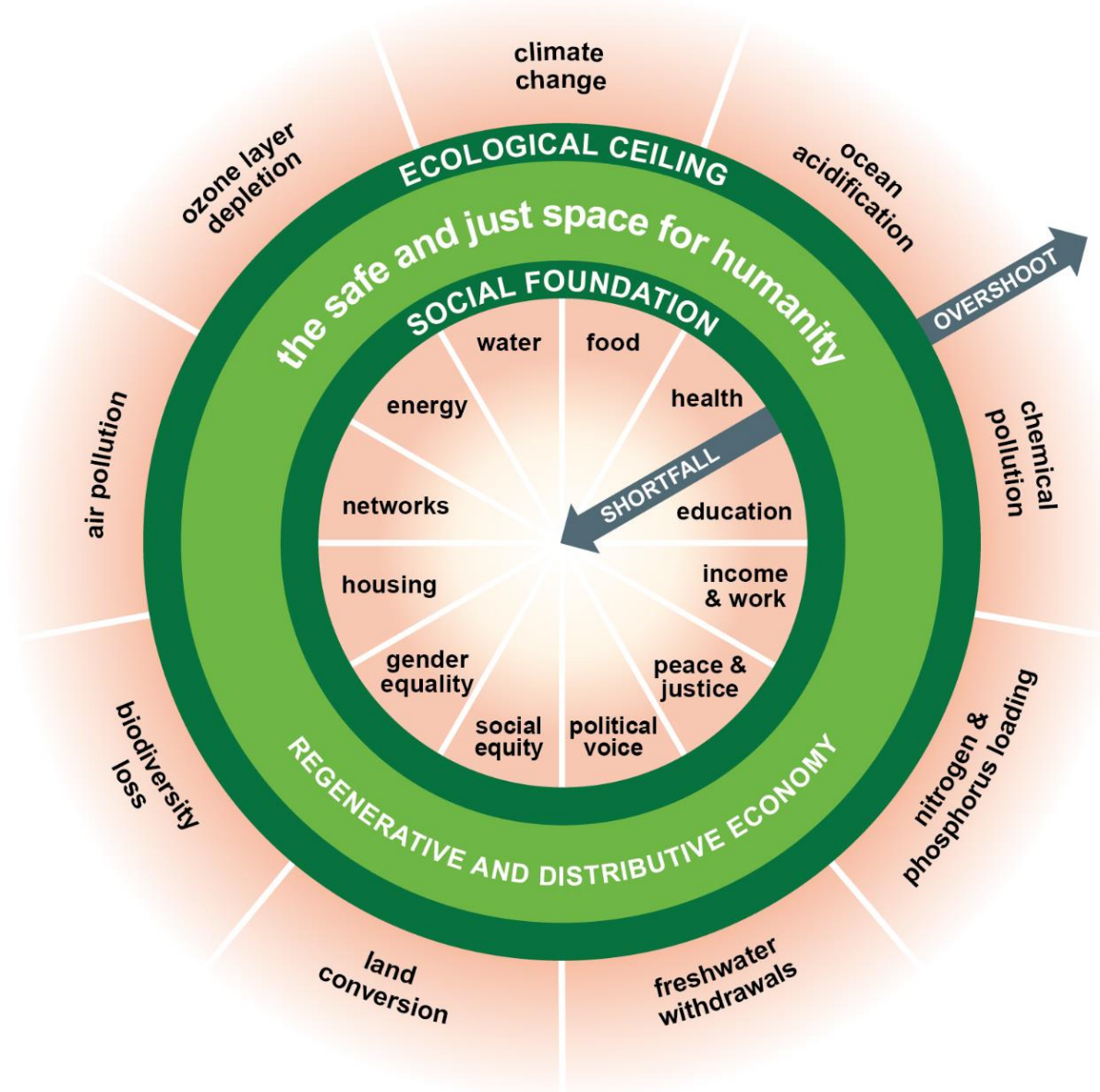


Scales to address problems

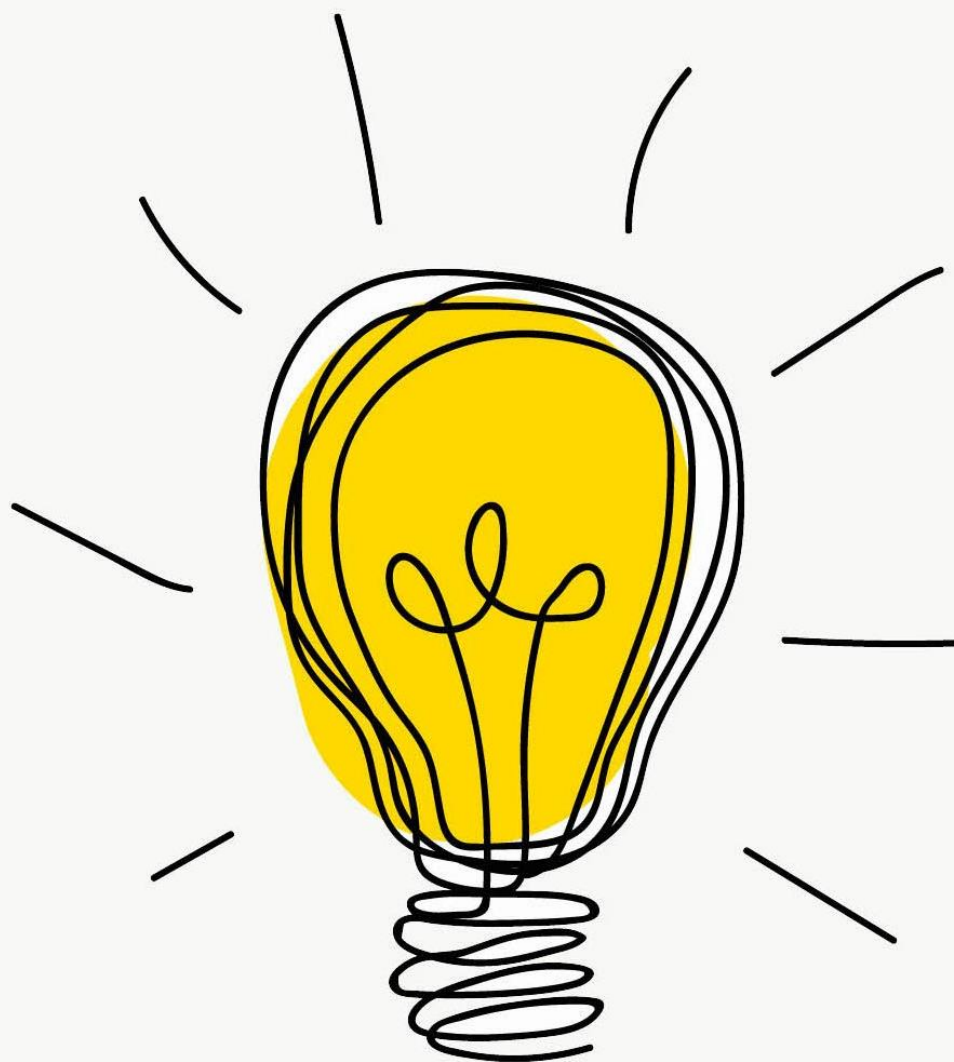
Problems



Solutions



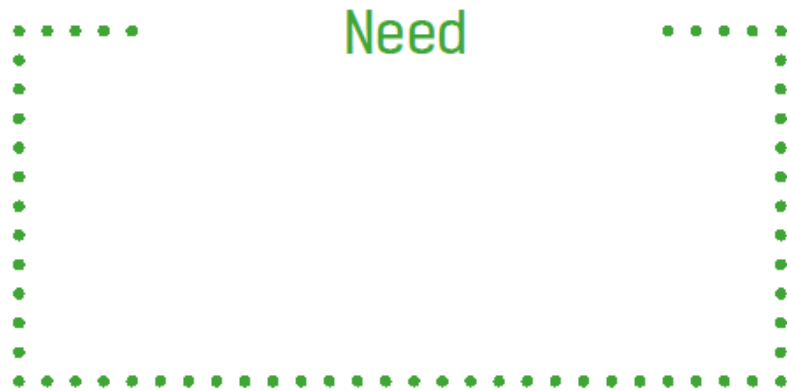
Idea



IDEA

VentureLab
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NABC Model



NABC Model

Need

- What key need will you meet? Whose key need, specifically? Give examples of companies or individuals. Talk to them!
 - How many such companies or users are there? Where are they?
 - How often do people experience this problem and when?
 - How big is the problem for users or customers, for example in unwanted costs?
 - What will happen if that need is not met?

Approach

- What is your unique approach to meeting this need? What is your solution, broadly speaking?
- Do you have any technical issues to solve? What will it cost to produce?
- How will it reach customers or users? How will it be produced?

Benefits

- What is the customer or user benefit?
- What is the benefit for the person using it? What is the financial benefit for the person paying, in cash terms?
- Factor in all types of costs. Will they have to rebuild or reorganise, and at what cost?
- What will the customer ultimately benefit from this (per year, month or other)?

Competition

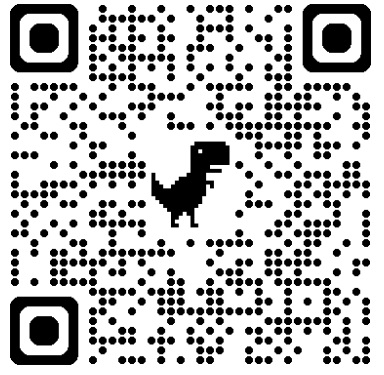
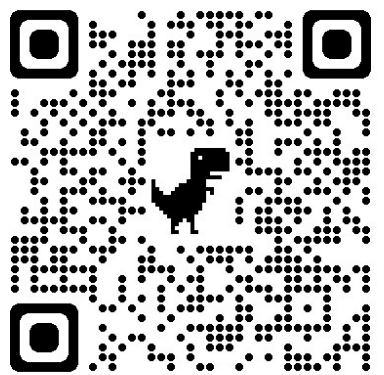
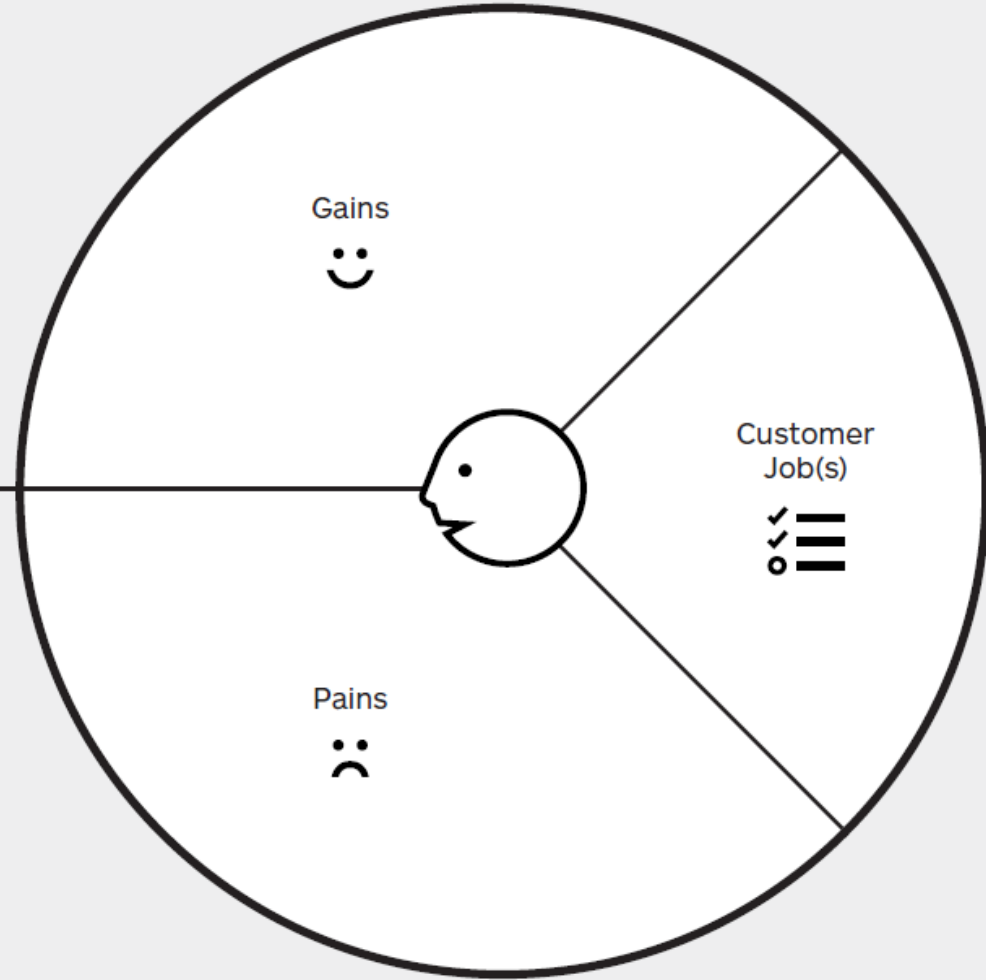
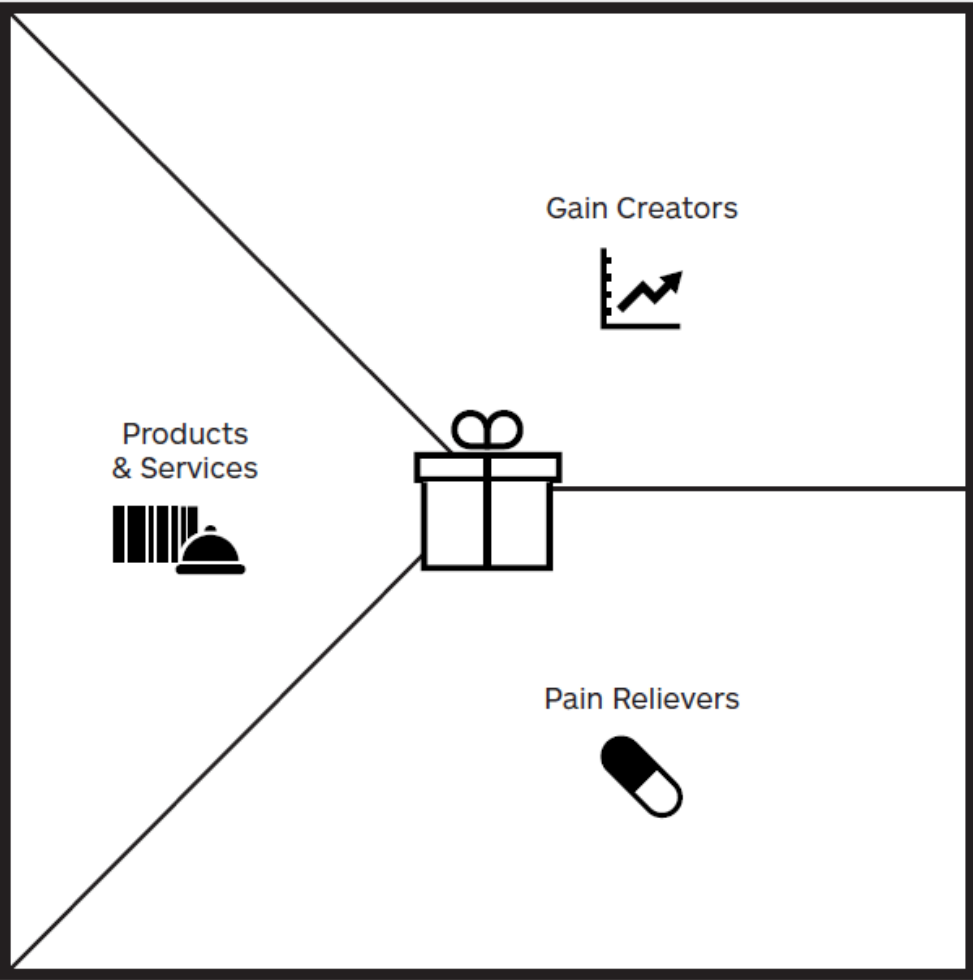
- What are the other solutions to the same problem? What are the alternatives?
- Check online, interview people in the industry, look in shops, etc.
- What is the customer or user using instead of your idea?
- Your biggest competitor will be inertia – it is easier to leave things unchanged than to make even small changes.

The Value Proposition Canvas



Value Proposition

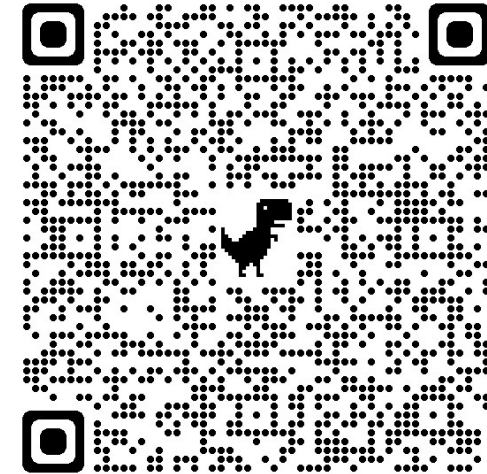
Customer Segment



Customer Profile

Create a detailed customer profile for the early adopters (early customers, who embrace your new product/service before others) and for other user groups (that will buy the product/service after the early adopters)

Name	
Description of persona <i>Age, gender, residency, social environment, sinus milieu, mindset, etc.</i>	
Job to be done <i>What task fulfillment is supported by the product/service?</i>	Pains <i>What is it that the customers don't like about the current products/services?</i>
Application scenarios <i>How and where is the product/service used? What happens before and after using the product/service?</i>	Gains <i>What is it that the customers like about the current products/services?</i>

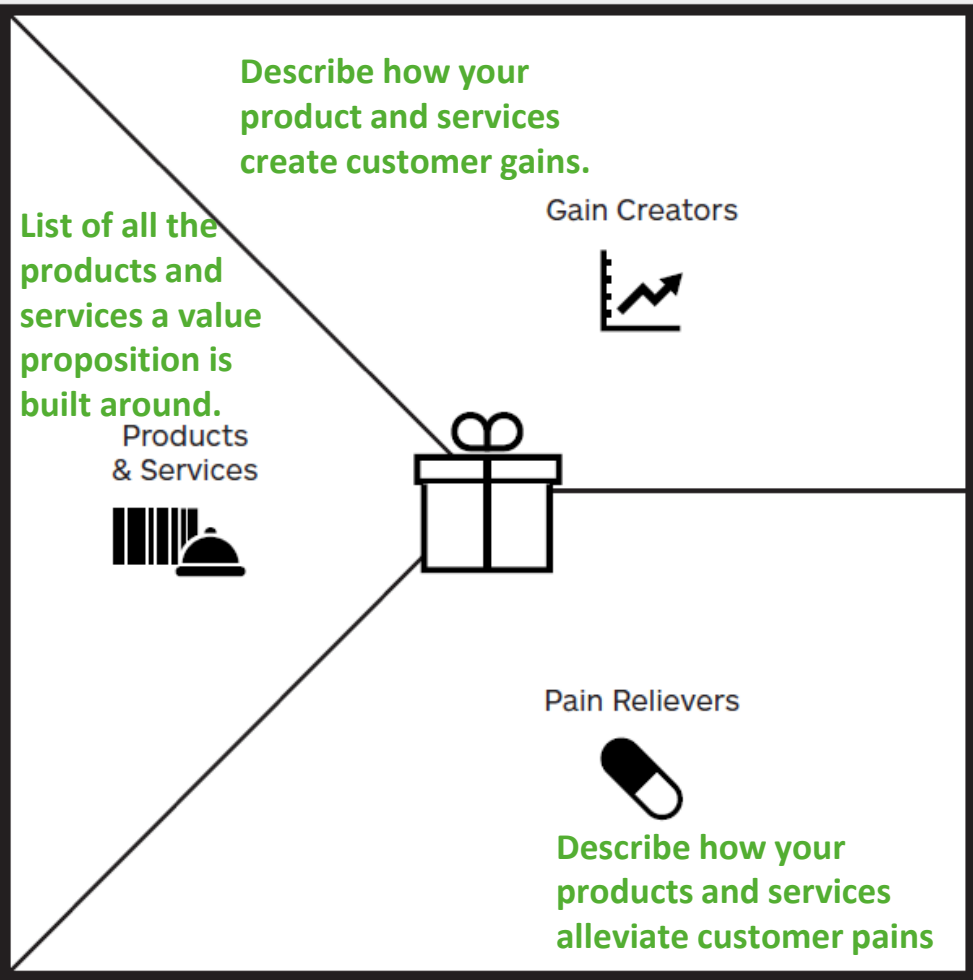


The Value Proposition Canvas

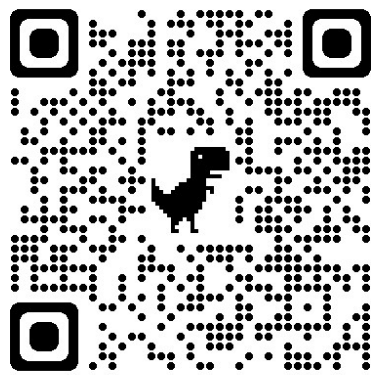


Value Proposition

Customer Segment



Describe what customers are trying to get done in their work and in their lives, as expressed in their own words.



Test

EXPERIMENTS (Prototype – Test – Learn)

Some of the assumptions which you made for the Lean Canvas are more important than others. The assumptions that are essential to your success are called critical assumptions. Now it is important to verify the critical assumptions with the help of experiments. Try to test one assumption at a time and build a prototype. Creating quick and dirty prototypes allows you to test a number of ideas without investing a lot of time and money up front.

Experiment 1

Step 1: Hypothesis

We believe, that...

Step 2: Test

To verify this, we will...

Step 3: Measure

And measure...

Step 4: Criteria

We are on the right track, if...

Outcomes 1

What have we learned?

Documentation of the test (photos, etc)

Experiment 2

Step 1: Hypothesis

We believe, that...

Step 2: Test

To verify this, we will...

Step 3: Measure

And measure...

Step 4: Criteria

We are on the right track, if...

Outcomes 1

What have we learned?

Documentation of the test (photos, etc)

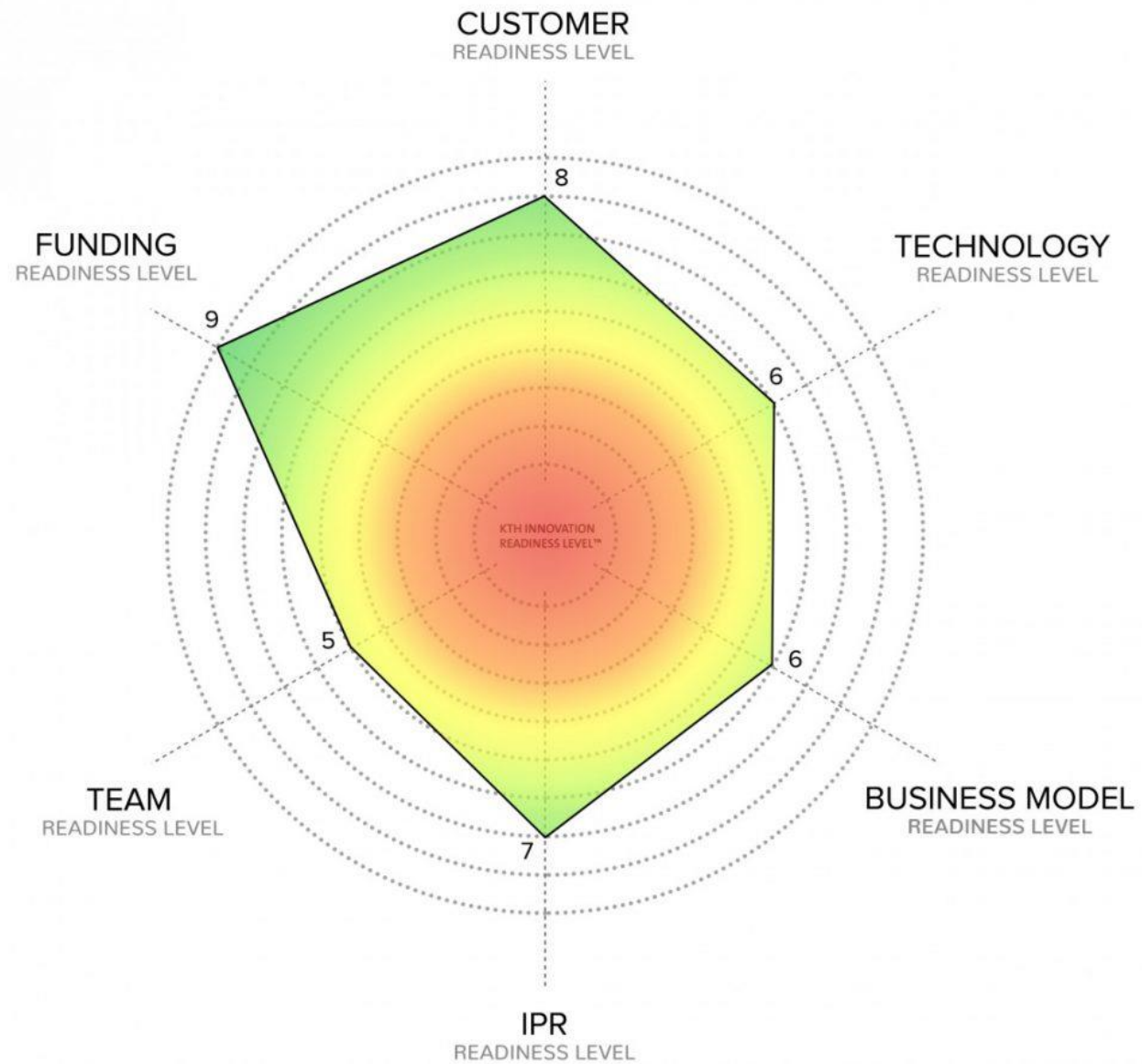
Test

Assumption	"We believe that..."
Test	"We will ..."
Metric	"We will measure ..."
Success criteria	"We are successful if..."
Budget	"We estimate the cost to..."
Responsible	Who will do it
Time	When will it be done

Testlog

Assumption	Test	Resp	Date	Cost	Outcome	Next step

KTH Innovation Readiness Level



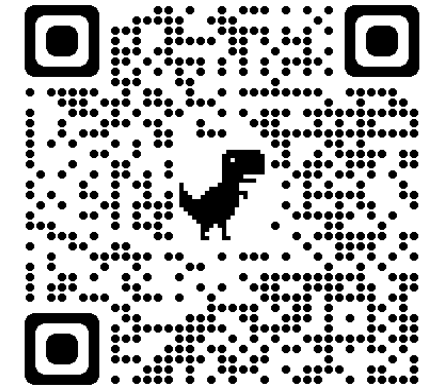
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



Key Partners



Key Activities



Value Propositions



Customer Relationships



Customer Segments



Key Resources



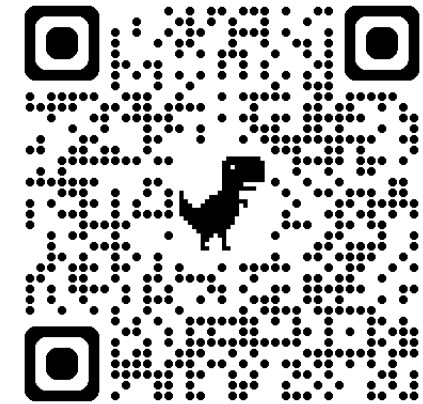
Channels



Cost Structure



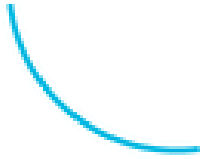
Revenue Streams



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Feasibility

Can we deliver it?



Desirability

Do customers want it?

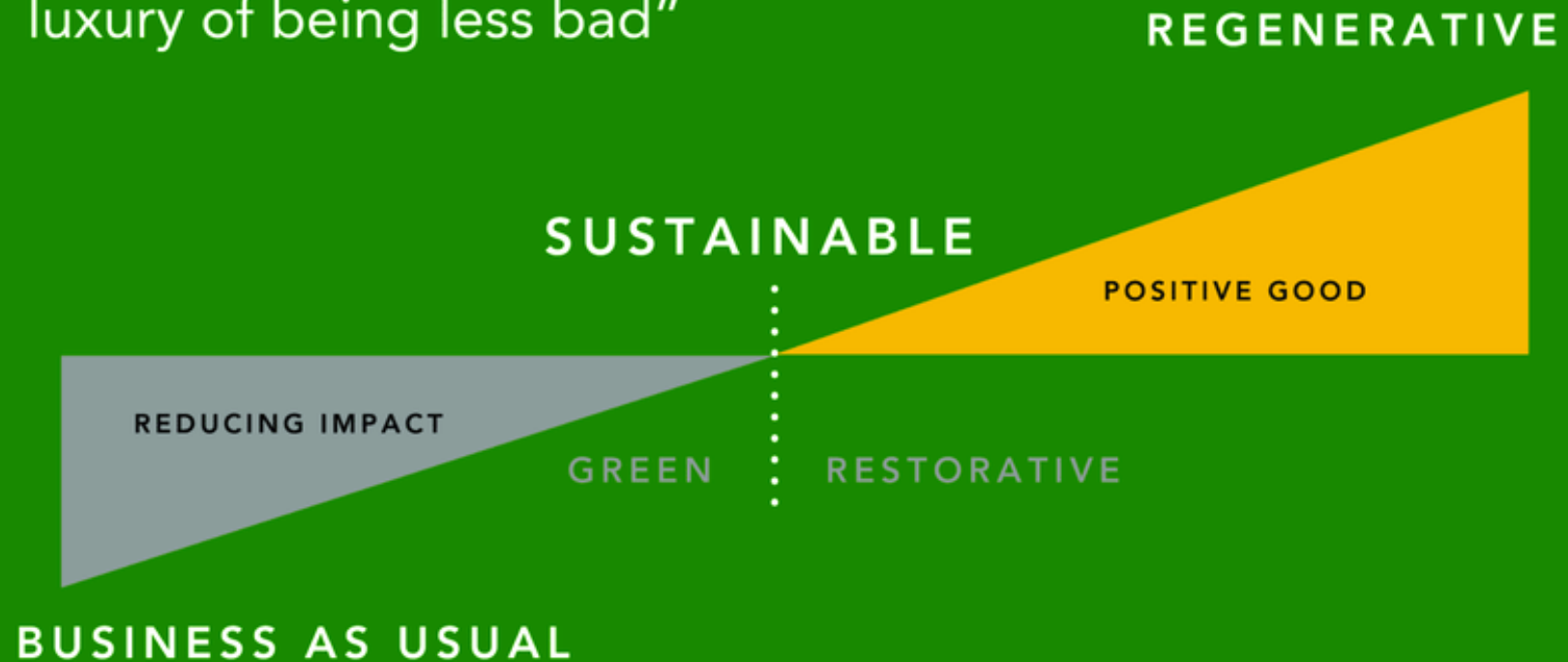


Viability

What is it worth?



“We no longer have the luxury of being less bad”



Source FutuREstorative et al

Partners



Activities



Value Proposition



Customer Relationships



Customer Segments



Resources



Channels



Costs



ECONOMIC

Revenues



Local Communities



Governance



Social Value



Societal Culture



End-User



Employees



Scale of Outreach



Negative Social Impacts



SOCIAL

Positive Social Impacts



Supplies and Out-Sourcing



Production



Functional Value



End-of-Life



Use Phase



Materials



Distribution



Negative Environmental Impacts



ENVIRONMENTAL

Positive Environmental Impacts



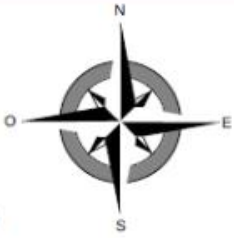
Values



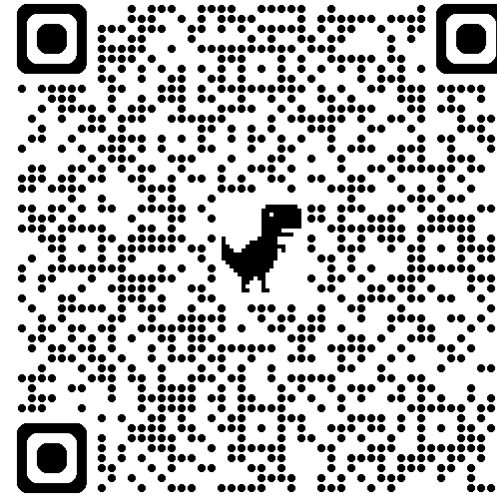
What beliefs underpin your company?

MINDSET OF THE INDIVIDUAL AND THE BUSINESS

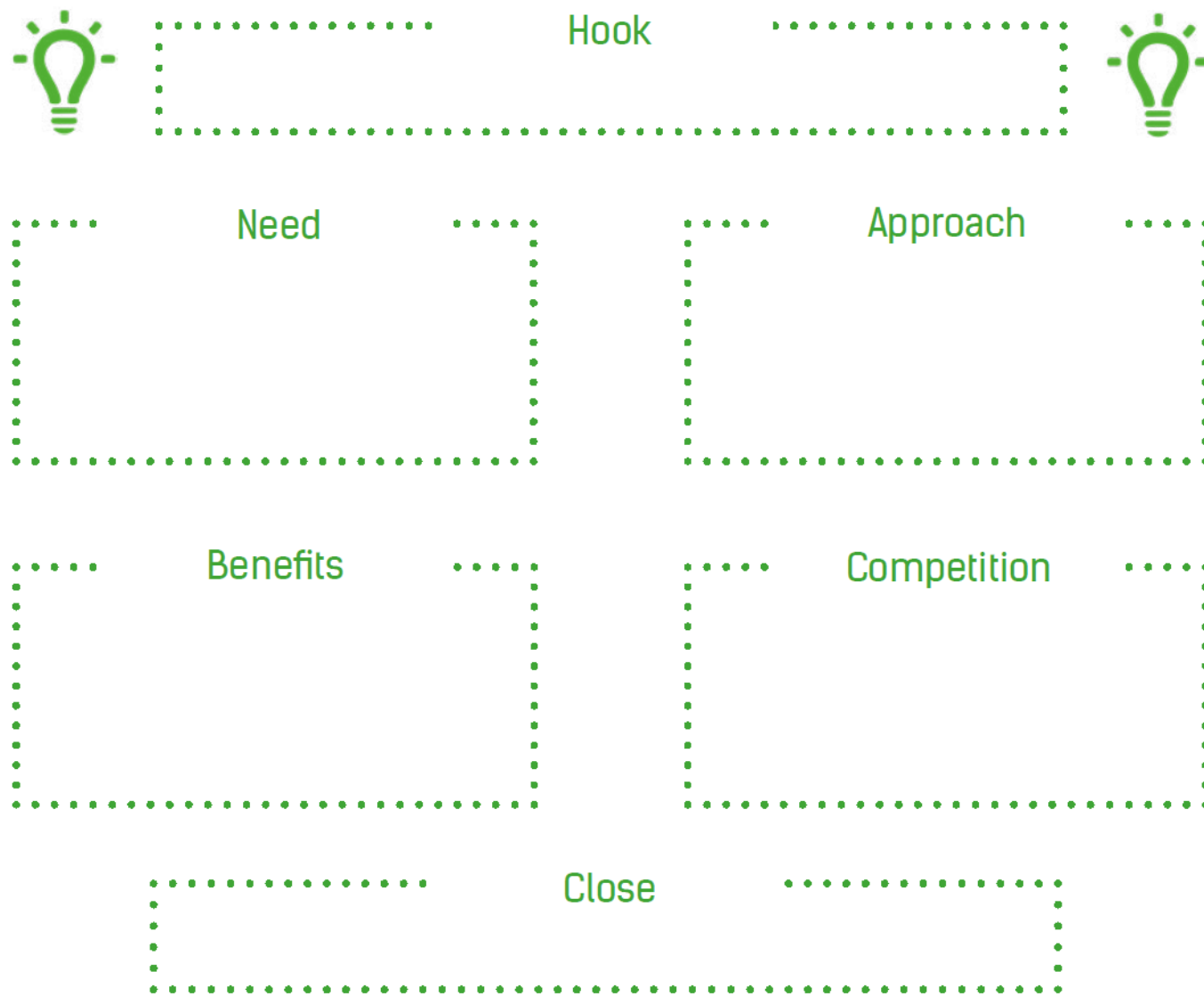
Purpose



Why does your company exist?



NABC Pitch



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