



# \_Strategy Tools

## Business Model & Value Proposition\_

Loïc Pedras | Week 2

Managing Impactful Projects | S2-2024/2025



Groups



# \_Groups

Check Moodle please &  
sit next to your group mates from now on



# The Culture Exposure Series\*

Week 2

- Book: Vagabonding - Rolf Potts

\*Not mandatory



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## Week 2

- Book: Vagabonding - Rolf Potts
- Movie: Samsara
- Youtube Channel: Geography Now
- Musician: Chavela Vargas
- Painting: Marc Chagall
- Country: Madagascar

\*Not mandatory



# \_Class Attendance

Who's in? 🕶️



# The Organisation

- For-profit



# - The Organisation

- For-profit
- Outside NovaSbe



# -The Organisation

- For-profit
- Outside NovaSbe
- Use this work as a future opportunity



# Agenda



[ Value Proposition 🧠 ]



[ Value Proposition Canvas ⚙️ ]



[ Business Model Canvas 📈 ]



[ Business Model Typology 🦄 ]



[ Value  
Proposition  ]





# The Social Cafe

☕ Regular Cafe vs. Social Cafe 🥊





# \_Value Proposition

Dimensions





# \_Value Proposition

## Dimensions

- What's the problem? And relevance?





# \_Value Proposition

## Dimensions

- What's the problem? And relevance?
- How does the product/service solves the problem?





# \_Value Proposition

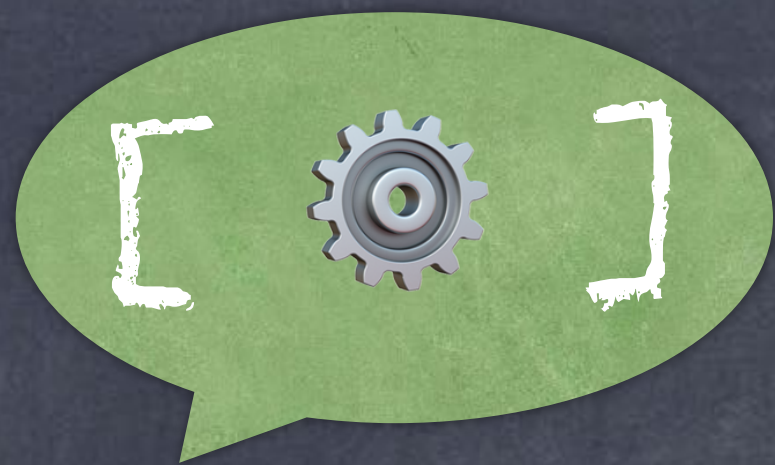
## Dimensions

- What's the problem? And relevance?
- How does the product/service solves the problem?
- Is my solution better? - differentiation



[ VPC ⚙ ]

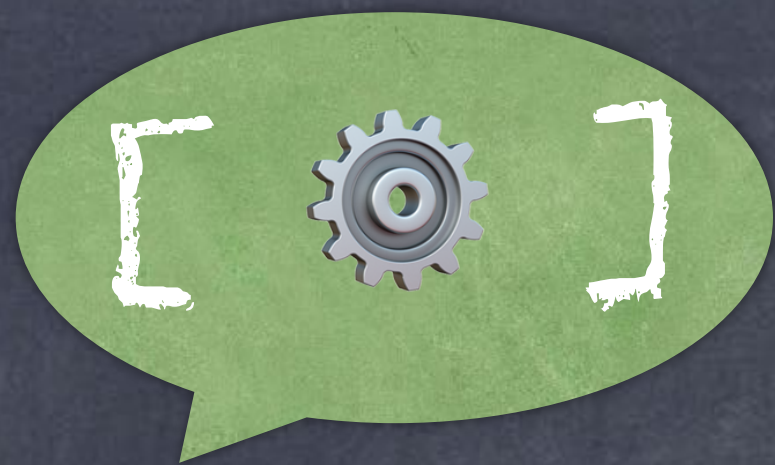




# \_Value Proposition Canvas

To be used before the BM



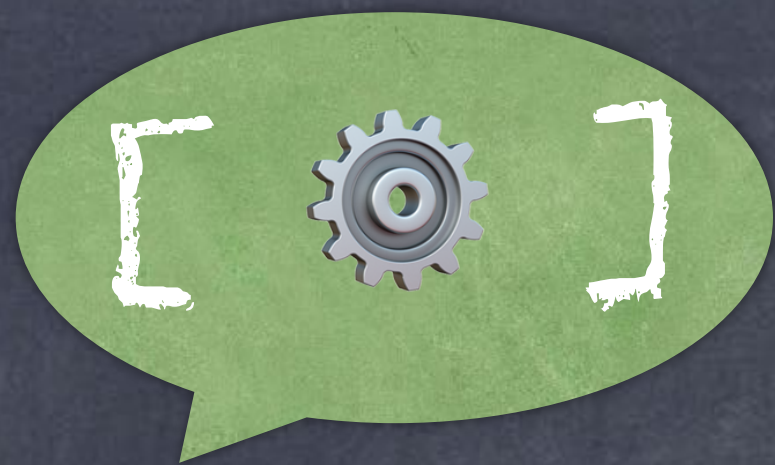


# \_Value Proposition Canvas

Focus on VP & CS

Build your customer journey to understand the issues they face to provide solutions for it

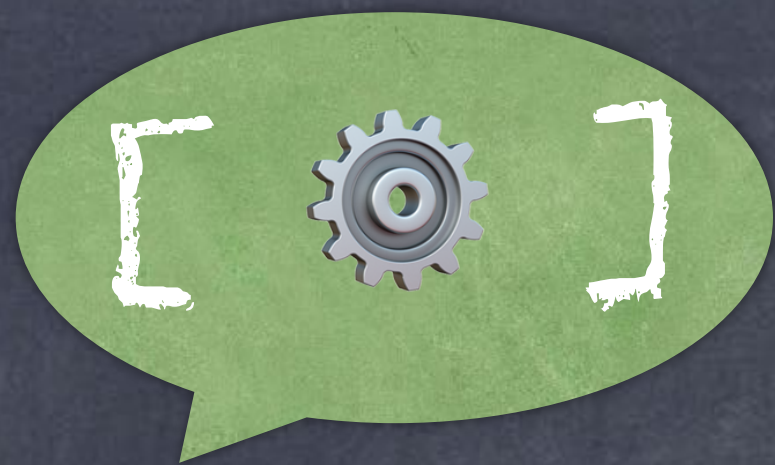




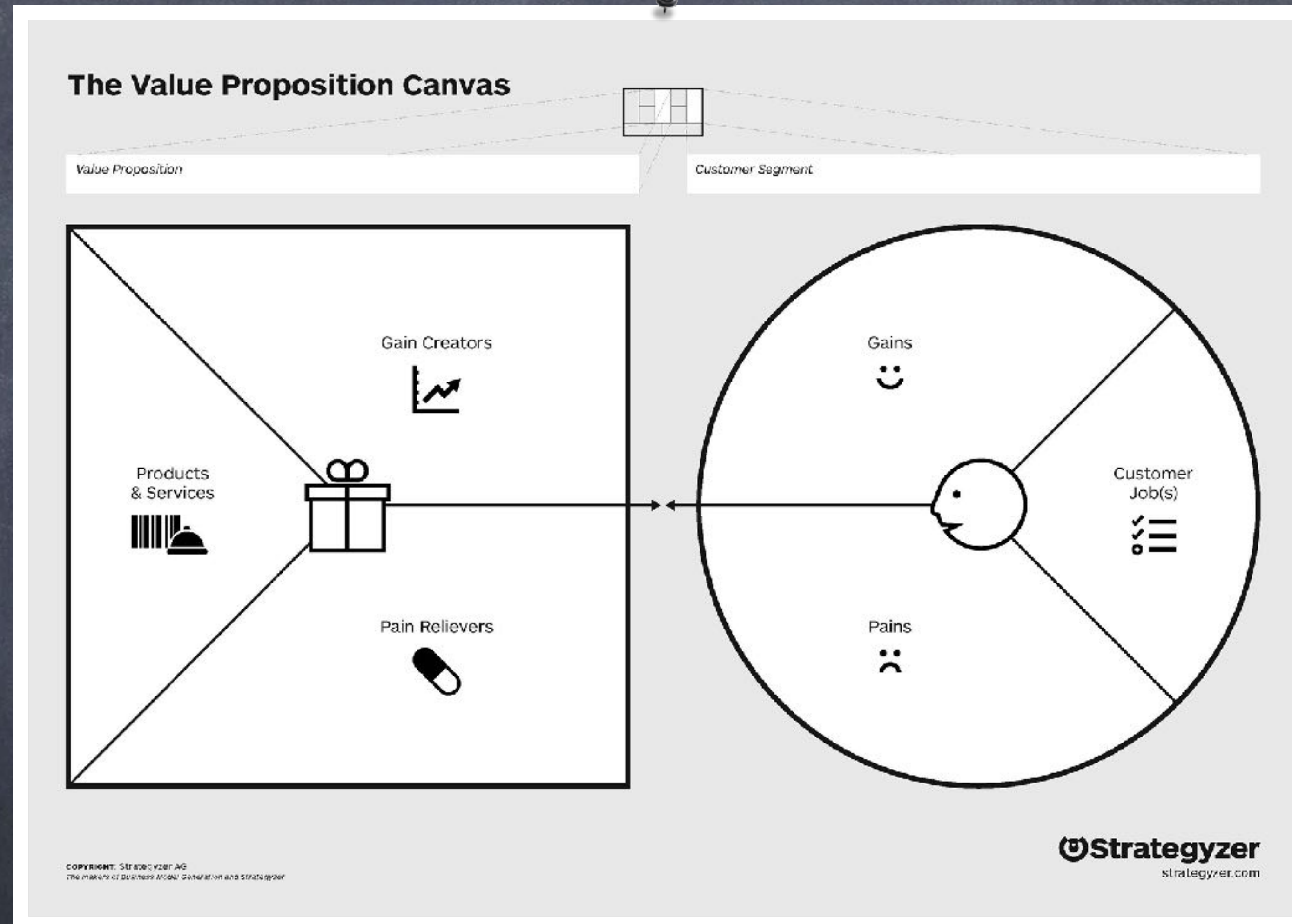
# \_Value Proposition Canvas

Now let's go to **IKEA!**

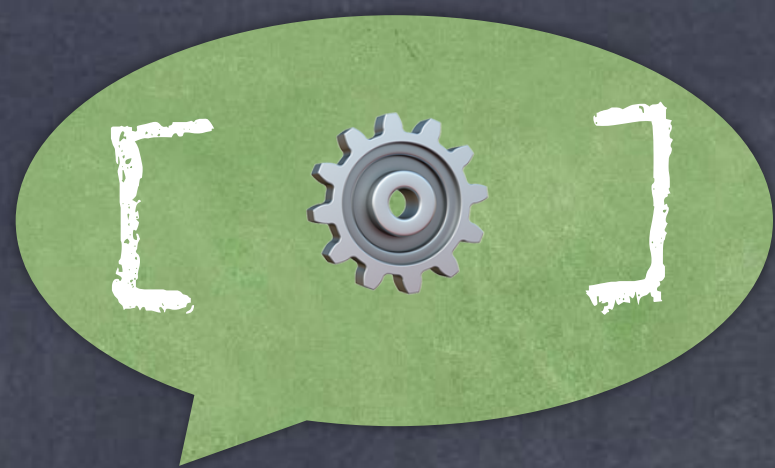




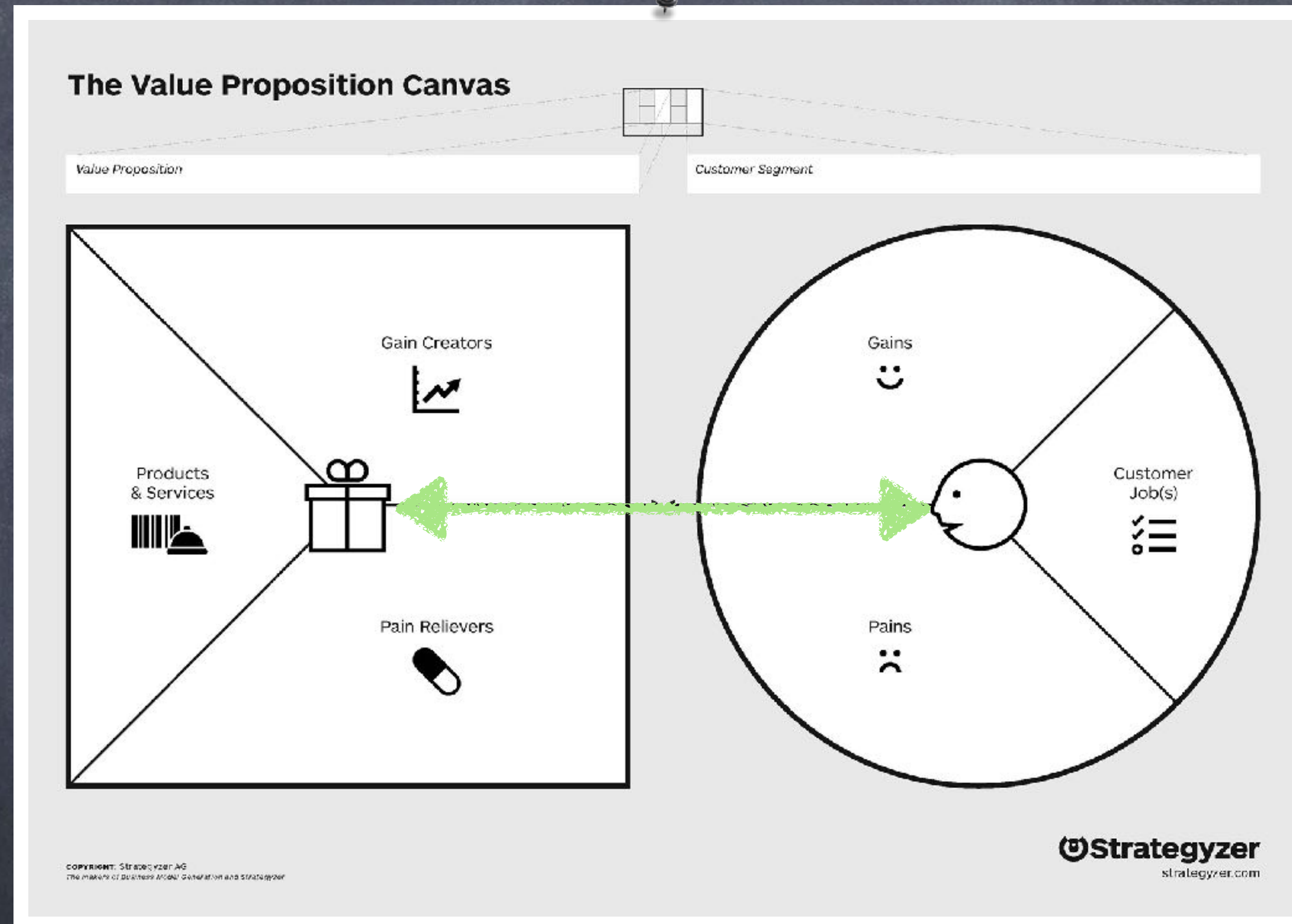
# Value Proposition Canvas





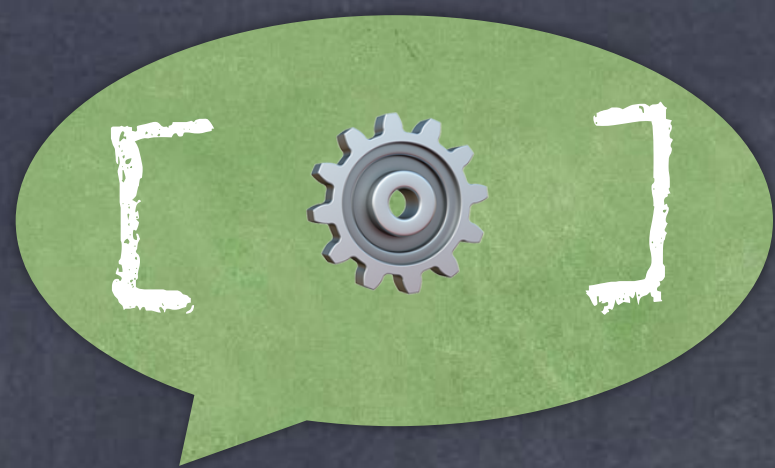


# Value Proposition Canvas

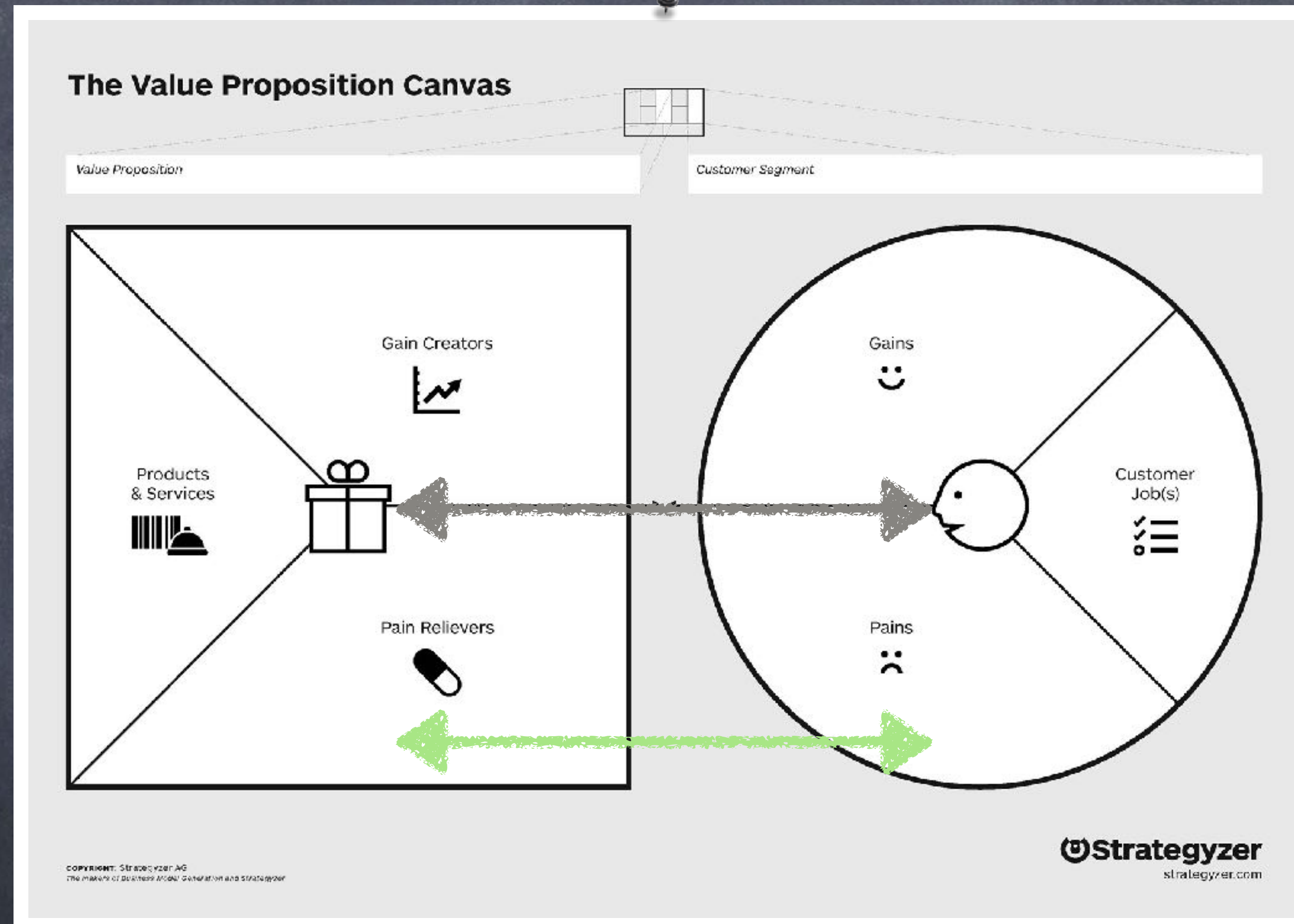


Aim: product/service & job alignment



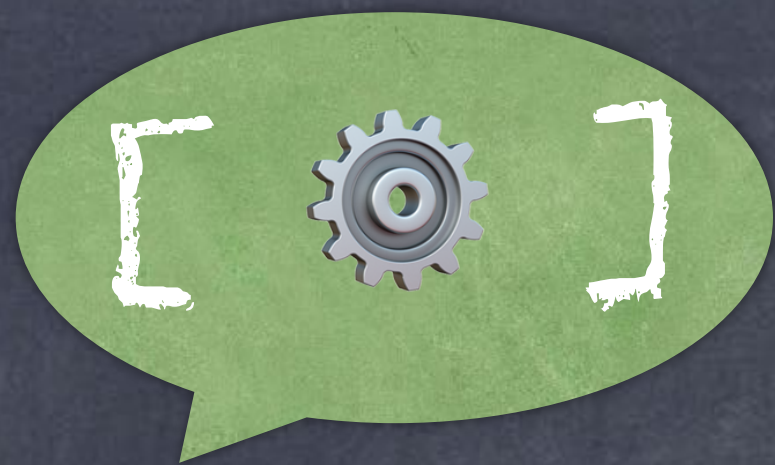


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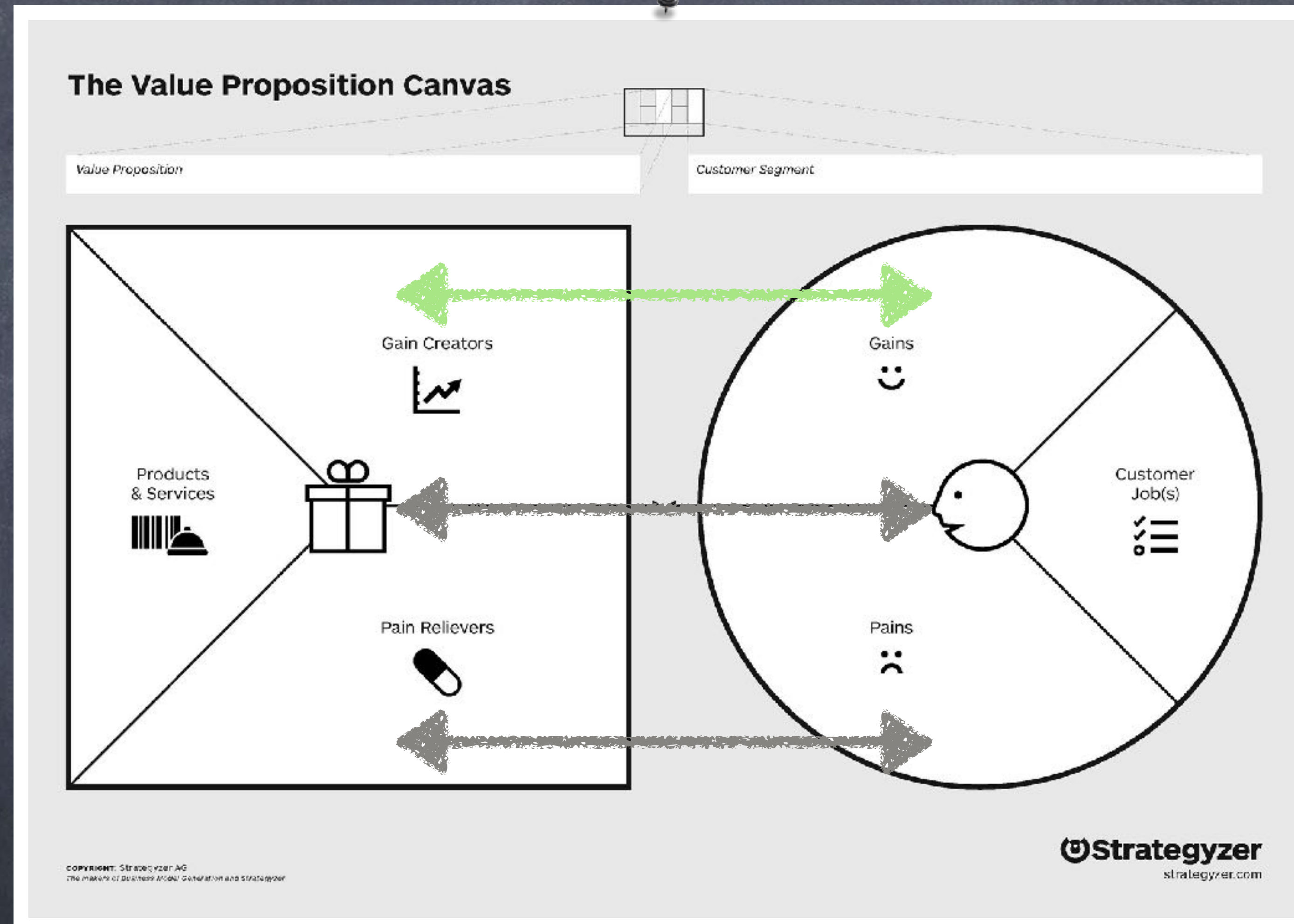


Pains & Pain Relievers (Problems & Solutions)



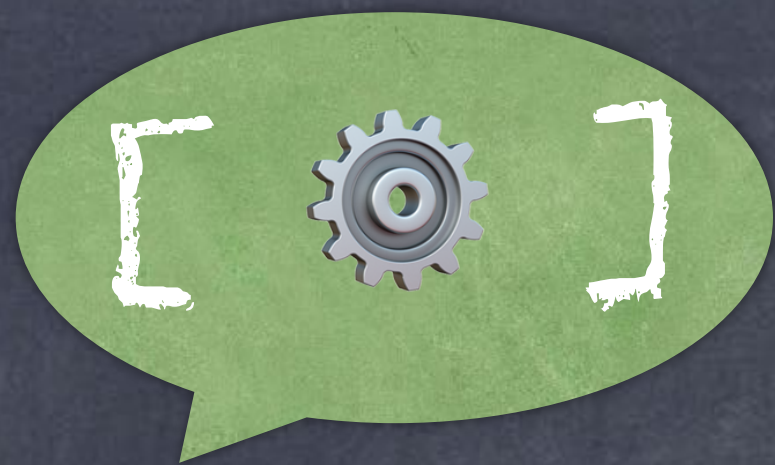


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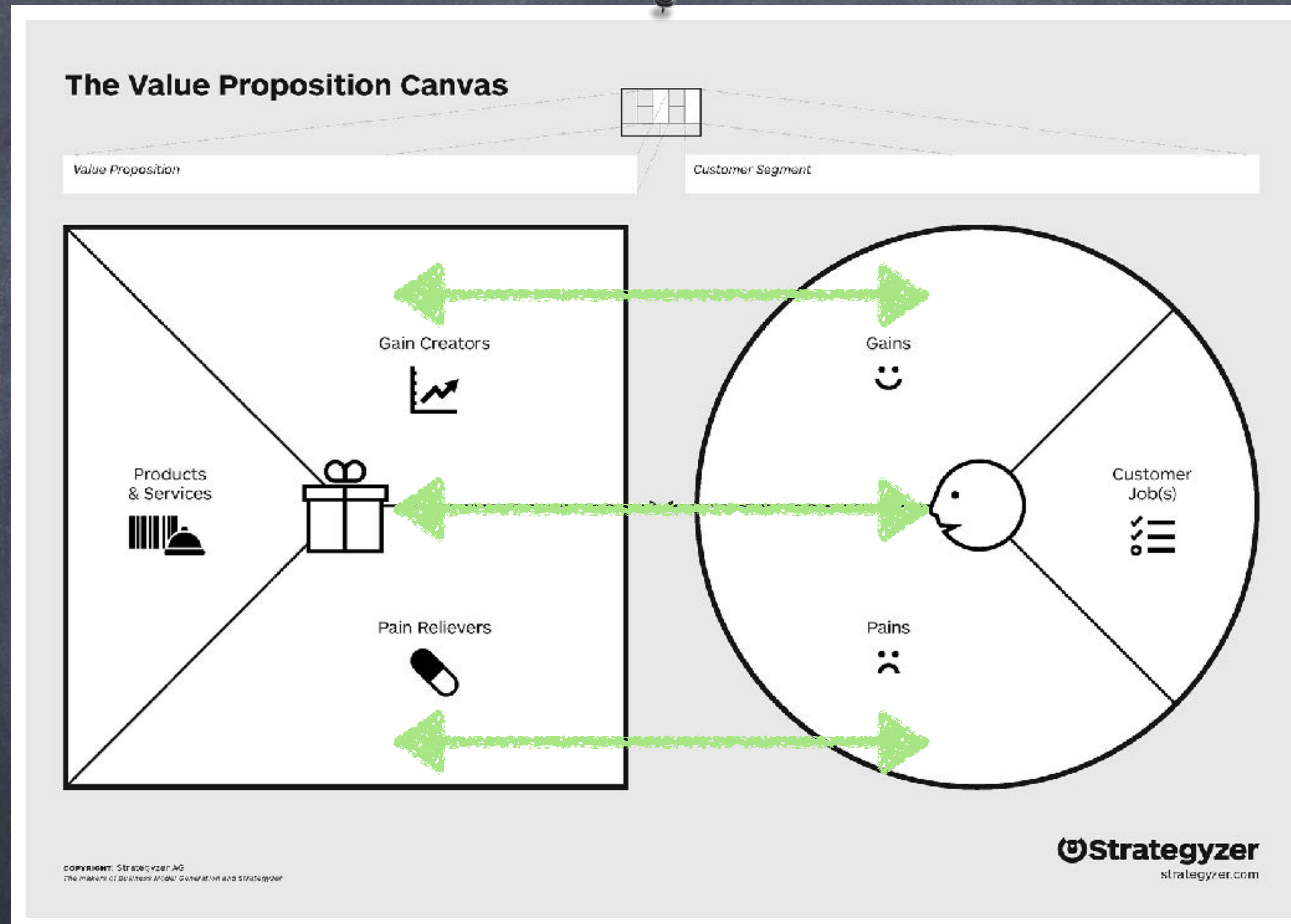


Gains Creators & Gains






# Value Proposition Canvas

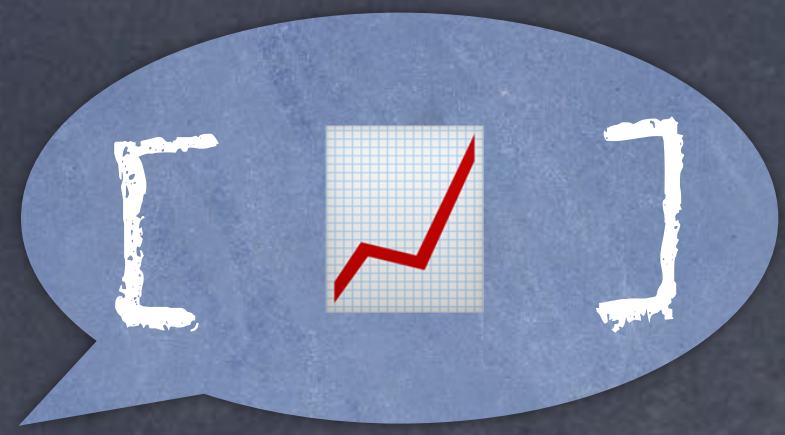


Product Market Fit 🤝



[ Business Model  
Canvas  ]

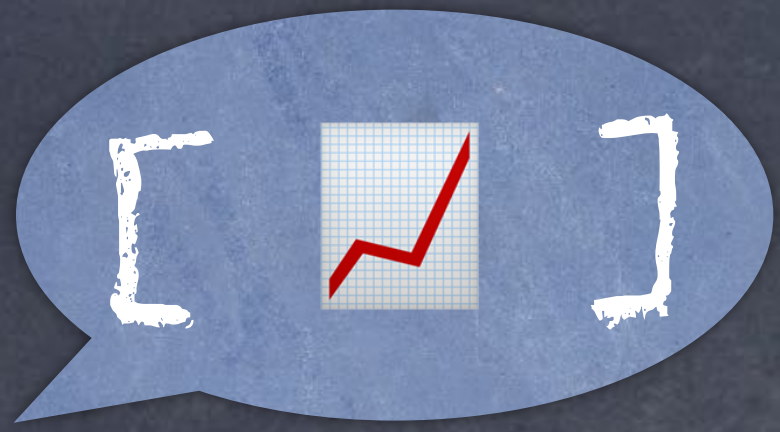




# Business Model

- Describes how an org creates & captures value

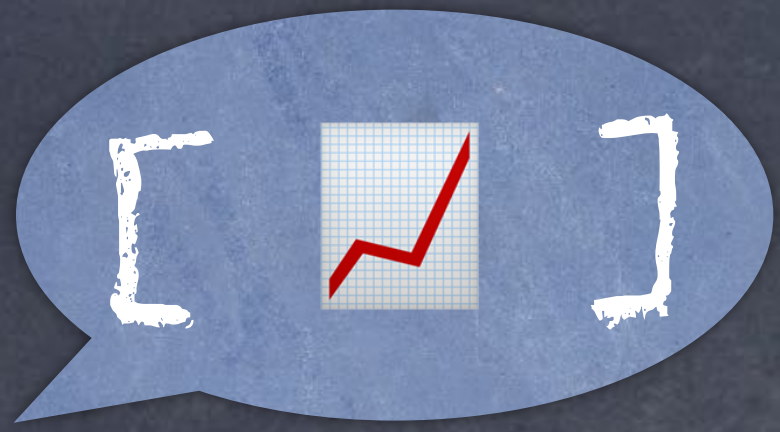




# Business Model Canvas



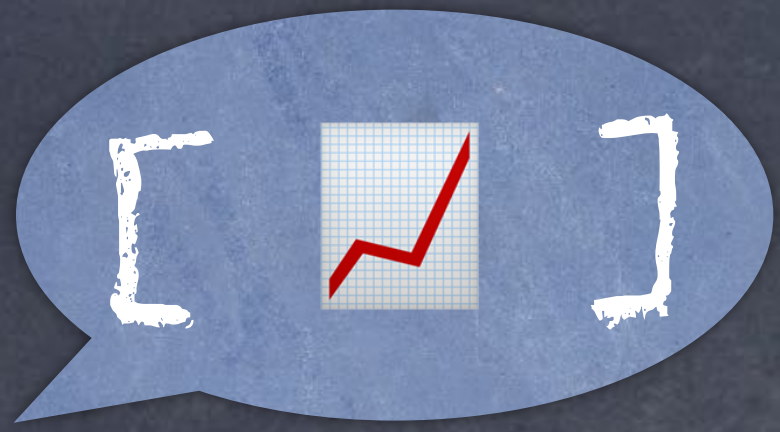




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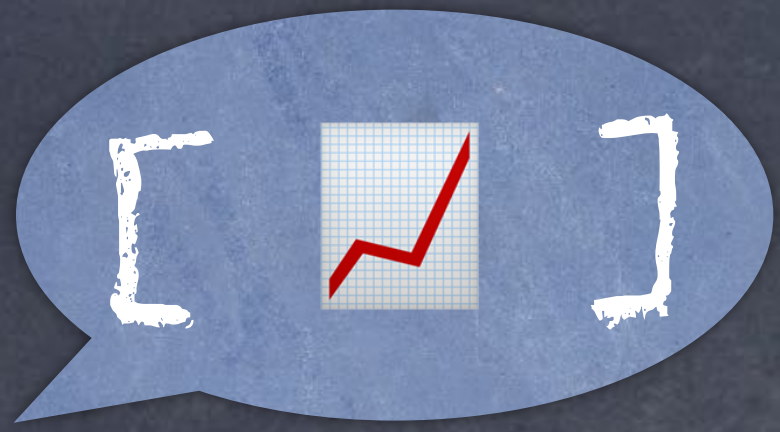




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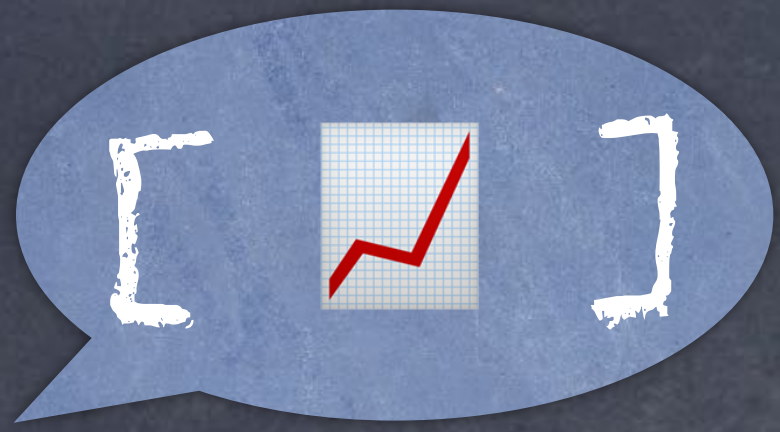




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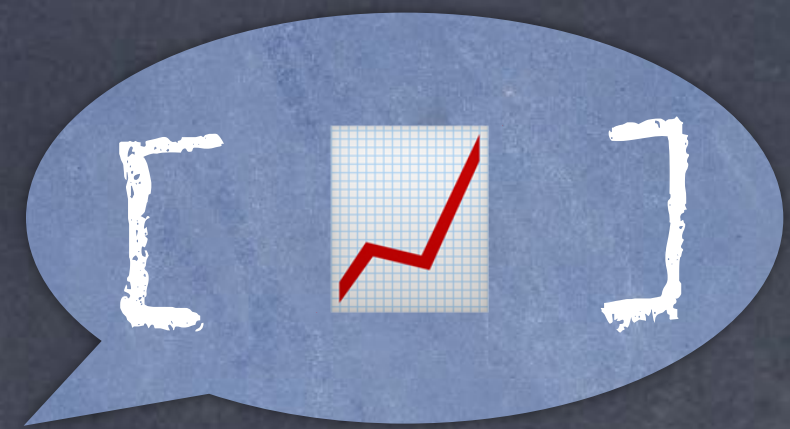




# Business Model Canvas







An example

Watch this quick movie... 🍿



[ Business Model  
Typology 🦄 ]





Low Cost

Airlines ✈️





\_Razor Blade





\_Razor Blade

Gillete 🧔





\_Razor Blade

Gillete 🧔 | Nespresso ☕





\_Razor Blade

Gillete 🧔 | Nespresso ☕ | HP 🖨





# Razor Blade

2 interconnected components

- Cheap & Buy One-time
- Expensive & Buy Multiple-times





# \_Subscription

An answer to Razor-blade Limitations?





\_Subscription

Surprise Boxes 📦





\_Premium





\_Premium

Youtube 🎬





\_Premium

Youtube 🎬 | Spotify 🎧





Premium

Watch on Netflix - The Playlist





# \_Multi-Sided Platform





# Multi-Sided Platform

Uber 🚗





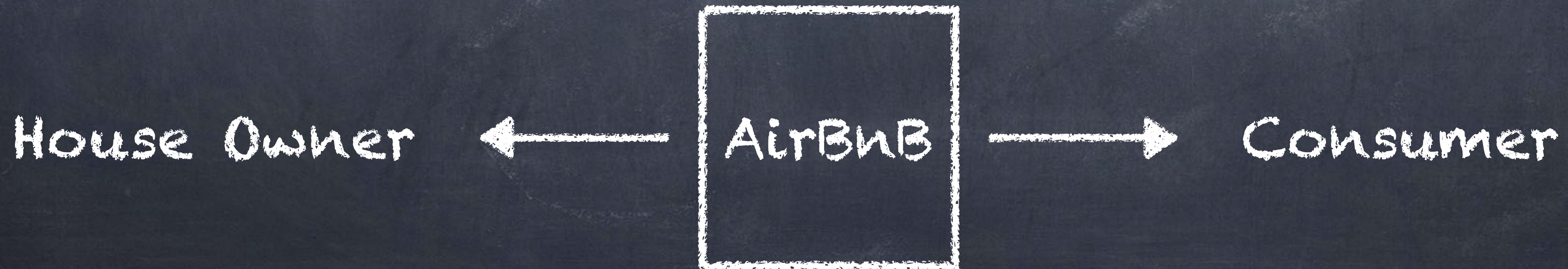
# Multi-Sided Platform

Uber 🚗 | Airbnb 🏠





# Multi-Sided Platform

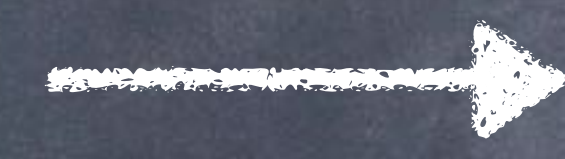






# Multi-Sided Platform

Car Owner  
Partner



Consumer  
Customer Segment

House Owner  
Partner



Consumer  
Customer Segment





# \_Other Business Models

Long Tail Selling hard to find items to many consumers





# \_Other Business Models

**Long Tail** Selling hard to find items to many consumers

Examples: E-bay & Amazon (at least at their start)





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**Artificial Scarcity** Reducing offer to boost demand





# \_Other Business Models

**Long Tail** Selling hard to find items to many consumers

Examples: E-bay & Amazon (at least at their start)

**Artificial Scarcity** Reducing offer to boost demand

Examples: Supreme





# Questions & Comments

Loïc Pedras

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Challenge  for next week

Functioning Group + Model Company Decision



Next week you get a break from me &  
get to know your TA 🧐