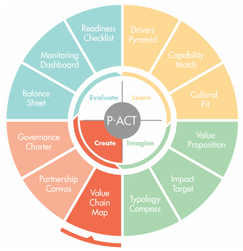
P·ACT

SEED promoting entrepreneurship for sustainable development

MITD-Lab designing for a more equitable world

Welcome to the Workshop

Name of Workshop



Tool: Value Chain Map

How will we deliver the value proposition of the partnership?

Step-By-Step

Step 1 — Identify the value chain actors ▶ Step 2 — Map the value chain flows ▶ Step 3 — Refine the value chain map

Facilitation

Teams

Partner 1

Organization's name

Representatives

Partner 2

Organization's name

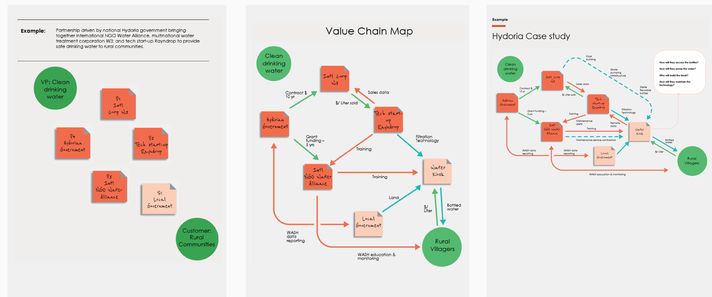
Representatives

Example

Step 1 Identify the Value Chain Actors

Step 2 Map the Value Chain Flows

Step 3 Refine the Value Chain Map



Step 1 Identify the Value Chain Actors & **Step 2** Map the Value Chain Flows

Value Proposition:

P1

P2

Customer:

Flows

Product/ Service

Money

Information

Step 3 Refine the Value Chain Map

Identified open questions or area of improvement	Next Steps	Responsible	Timeline

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Steps Description

Step 1 Identify the Value Chain Actors

1.1. Together, list on post-it notes your target customer group(s), and your partnership value proposition(s). A partnership may have more than one customer group, and each one may receive a different value proposition.

1.2. Together, list on different post-it notes each of the key stakeholders who will be involved in the partnership value chain including your own organizations. These should include any individuals or institutions that will have a role to play in the creation or delivery of your partnership value proposition.

Step 2 Map the Value Chain Flows

2.1. Connect the partnership value proposition with the customers by mapping the flows of **Product / Service**, **Money** and **Information** between the different actors. Use color coded arrows to represent each type of flow.

* **Products/Services:** Physical products or services rendered, installation, maintenance, after sales services...
* **Money:** Income, funding, subsidies...
* **Information:** Training, data, feedback...

2.2. For each connection, add the unit of measurement and any known specifics about the elements delivered (how much, how often...)

Step 3 Refine the Value Chain Map

3.1. Use the **4 A's framework** below to evaluate and complete your value chain map with any missing links between the stakeholders.

* **Awareness:** How will your customers know they need your product? How will they know about it?
* **Accessibility:** How and will they access it? How will they know how to use it?
* **Affordability:** How will they pay for it? How will they afford it?
* **After Sale:** How will they assess it? How will they maintain it?

Feel free to add more discussion questions to each category depending on your own partnership context.

3.2. Once your value chain map is complete, discuss the following questions:

- Have we considered all the key stakeholders? Who else might join the value chain down the line? How would that change the map?
- Are there enough incentives for each actor in the value chain to sustainably fulfill their function? If not, how can we improve the incentives?
- Does the value chain create the value proposition expected by the customer?
- Does the value chain generate the impact expected by or promised to the beneficiaries?