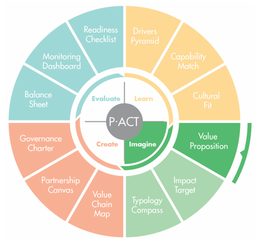
P·ACT

SEED promoting entrepreneurship for sustainable development

MIT D-Lab designing for a more equitable world

Welcome to the Workshop

Name of Workshop



Tool: Value Proposition

What value will we create together? for whom?

Step-By-Step

Step 1 — Identify key stakeholders ▶ Step 2 — Map partnership value flows ▶ Step 3 — Articulate Partnership Value proposition

Facilitation

Teams

Partner 1

Organization's name

Representatives

Partner 2

Organization's name

Representatives

Example

Step 1 Identify Key Stakeholders

Step 2 Maps partnership Value Flows

Step 3 Articulate Partnership Value Proposition

Step 1 Identify Key Stakeholders

Customers	Individuals or entities who buy or pay for your products/services	
Community	Local community members benefiting from the partnership	
Other Partner	Individuals or entities working with the partners	
Institutions	Institutions providing an enabling environment for the partnership	

Step 2 Maps partnership Value Flows & **Step 3** Articulate Partnership Value Proposition

Examples of value types that can be exchanged:

Steps Description

Step 1 Identify Key Stakeholders

1.1. Together, list the individuals or organizations that will be exchanging value with your partnership using the categories: **Customers, Community, Partners and Institutions.**

These stakeholders can be already part of the individual organizations' value chains or completely new. Some stakeholders might fit into more than one category, in which case just decide where they may fit best in the partnership as per your judgment.

1.2. Together, discuss each key stakeholder group and clarify the specific organizations or the detailed profile of a typical representative individual or organization you are targeting.

? How important are each stakeholders to your partnership?

? Which partner has a better relationship with the different stakeholder groups?

Step 2 Maps partnership Value Flows

2.1. For each stakeholder group, identify all the types of value the partners will deliver and will receive:

* **Value Delivered:** What additional benefit does the partnership deliver?
* **Value Received:** What will the partners receive in exchange for that benefit?

2.2. Record the value flows on the value proposition map by depicting arrows between the partners and the different stakeholders. There could be multiple types of value exchanged in each direction.

Step 3 Articulate Partnership Value Proposition

Having a clear and concise value proposition statement ensures that partners are aligned and enables them to communicate consistently about the partnership with other stakeholders.

3.1. Articulate a general Value Proposition Statement for the partnership

* It should clearly identify your target customer and other key beneficiaries
* It should clearly define the value that these individuals will receive from the partnership
* It should communicate clearly to ALL the stakeholders how they will benefit from engaging with this partnership

3.2. Reflect together on your Value Proposition statement and refine it as necessary:

? Is it coherent with each of the partner's present value propositions?

? Is it adding something relevant to each of the partner's present value propositions?