



Business Virtual Learning

Course: Intro to Business

**Lesson: Creating a Value
Proposition**

April 15, 2020



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Objective/Learning Target: Students will be able to:

- (1) Define Value Proposition and how it relates to a business plan**
- (2) Construct a value proposition for a personal business idea**

Lesson Starter

Why do you think so many people use Amazon today?

Your responses could indicate this the **value** that Amazon has created for its customers. **Value creation** is the topic of our lesson today.

What is a Value Proposition?

Definition: A value proposition is a promise of value to be delivered, communicated, and acknowledged.



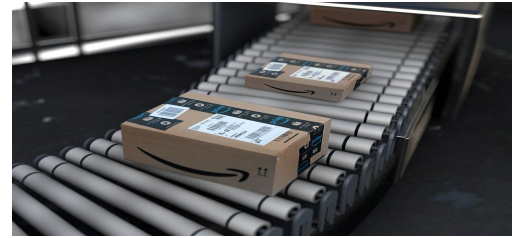
In today's lesson, we will be learning the importance of the value proposition when creating a new business.

Please watch the video to see a brief overview of what it is and how you create it .

Link:

<https://youtu.be/ReM1uqmVfP0>

Based on what you have learned so far about the Value Proposition, how would you describe Amazon's value proposition to its customers?



Making Your Own Value Proposition



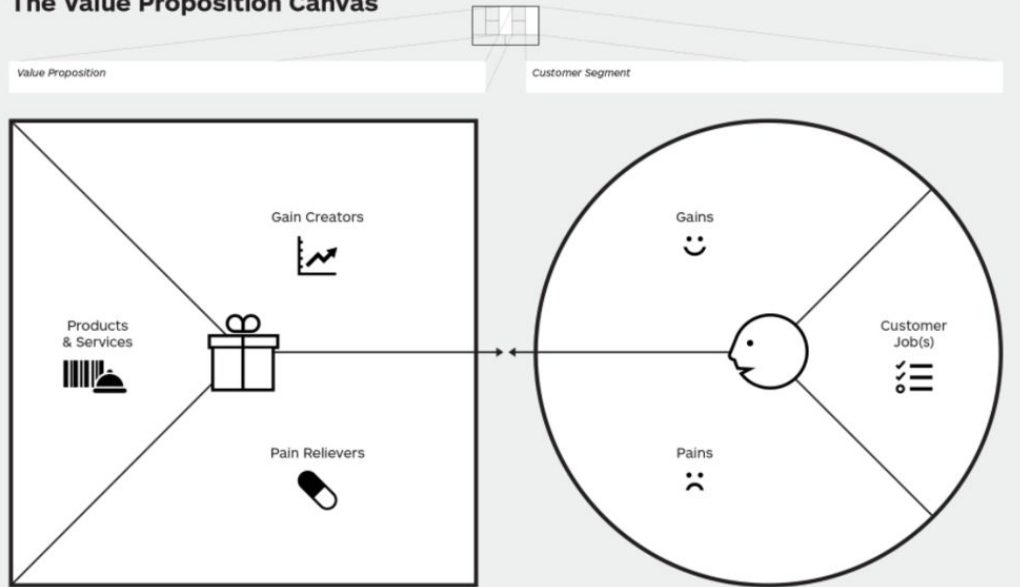
Please watch the video for further explanation of how to write a Value Proposition.

Keep in mind as you watch that the end goal is to make a Value Proposition from one of your business ideas in the previous lesson.

Link:

<https://youtu.be/m2IPvT920XM>

The Value Proposition Canvas



Activity: Create Your Own Canvas

Directions: You have watched 2 videos explaining the Value Proposition. Now, I want you to recreate the Value Proposition Canvas on a sheet of paper and fill it in as best you can with one of your business ideas from the previous lesson. *If you need to refresh your memory on what belongs in each section please re-watch the videos in the previous slides.*



Activity Continued: Develop your Value Proposition

Directions: After you have created your Canvas, I want you to study the completed organizer. What is your value proposition based on your responses?

Now I want you to summarize and effectively communicate your business idea value proposition using only a couple sentences to a paragraph. You may write your proposition on the back of your canvas sheet.

You may have multiple drafts of your Value Proposition before you land on the right one. You want to make sure it is clear, concise, and effectively communicates the value your business creates for the customer.