

**Value Proposition:** Mix of goods and services, and price and payment terms offered by a firm to its customers.

- **Definition**

- Value for Money
- Return on Investment
- Direct Benefit
- Indirect Benefit

- **Characteristics**

- Easily communicated
- Appeal to the proper target
- Functional
- Quantifiable

## **Value Chain / Market Categories:**

What value my product possesses in order to be attractive to the target market?

- Inventor
- Developer
- Manufacturer
- Distributor
- Wholesaler
- Retailer
- Purchaser
- User
- Disposer
- Industrial/Commercial-operation and business outcomes. \$ Payback
- Consumer-Need, Exposure to Advertising, price sensitive
- Fashion-feel good, Brand Name,

**Inventor develops a foot operated device to allow the exit door of toilets in companies and public places to be opened by foot, thus removing the need for the person existing to pull the door handle.**

**State their value proposition:**

- Inventor
- Developer
- Manufacturer
- Distributor
- Retailer
- Purchaser
- The user
- Disposer



# Marketing Strategy

Product

Selling Point

Price

Promotion/Advertising

# Marketing Strategy

**Price: Strategy Depends on SWOT Analysis and Product Characteristics**

- **Economic Cost of my product against Competitors**
  - **Compare the cost of existing product with the advantage of my product.**
  - **Highlight those cost reduction or cost comparison that my product have over the competitors**
- **Deployment cost**
- **Upgrade cost**
- **Service cost**
- **Maintenance cost**
- **Selling Price = Markup + Cost**

## BDE: Requisitos al evaluar una propuesta para fondos de capital

- Presentar un Plan de Negocios detallado y completo
- La propuesta no debe ser una simple idea, sino debe haber algo concreto. prototipo, patente o un negocio establecido
- El negocio tiene que estar organizado como una Corporación
- Debe tener capital que aportar
- El desarrollador de la idea debe dedicarse 100% al negocio propuesto y el equipo gerencial debe tener experiencia en el campo propuesto y en el mundo de los negocios
- “probar que la empresa tiene un equipo gerencial sólido que puede echar hacia adelante ese plan de negocios. Tiene que tener gente que domine la parte técnica y también la financiera” Ivette Montoto Presidenta de BDE



# Business Plan

- **Executive Summary**
- **Industry and Market Overview**
- **Market Research and Analysis**
- **The Economics of the Business**
- **Design and Development Plans**
- **Manufacturing and Operations Plan**
- **Management Team**
- **Financial Plan**
- **Problems and Assumptions**