





# Module III Business

Business model  
creation  
Course

**Topic 2**  
**Business model aspects- The  
business model canvas**

**Lesson 8: Values  
propositions**



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# IN THIS LESSON, WE WILL LEARN...



The meaning and the importance of  
the value proposition



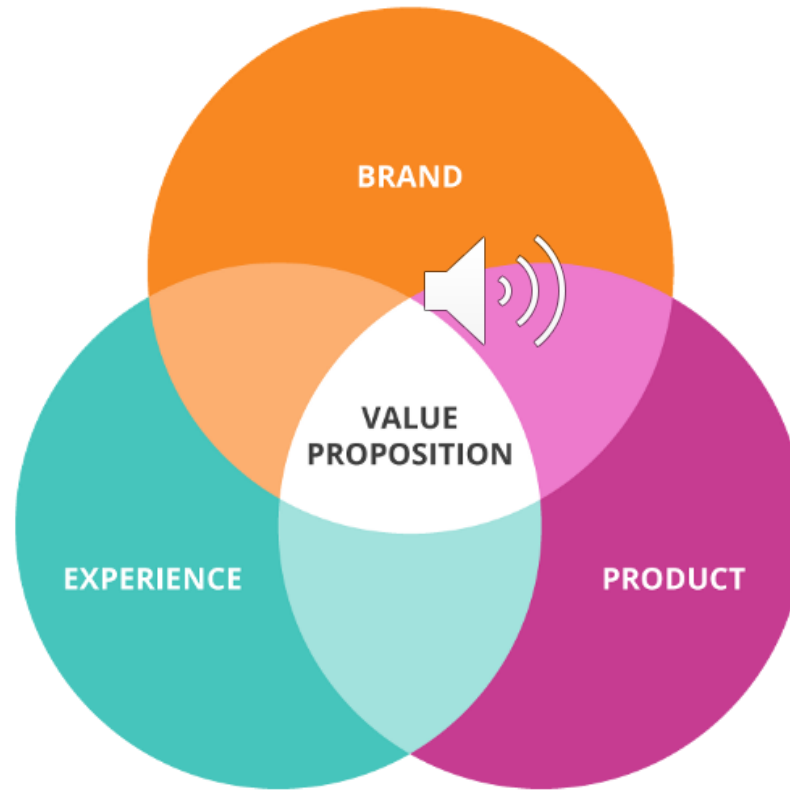
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# 1. What are the value propositions ?

The value proposition is included in the phrase "the right person in the right position".



## 2. Value proposition



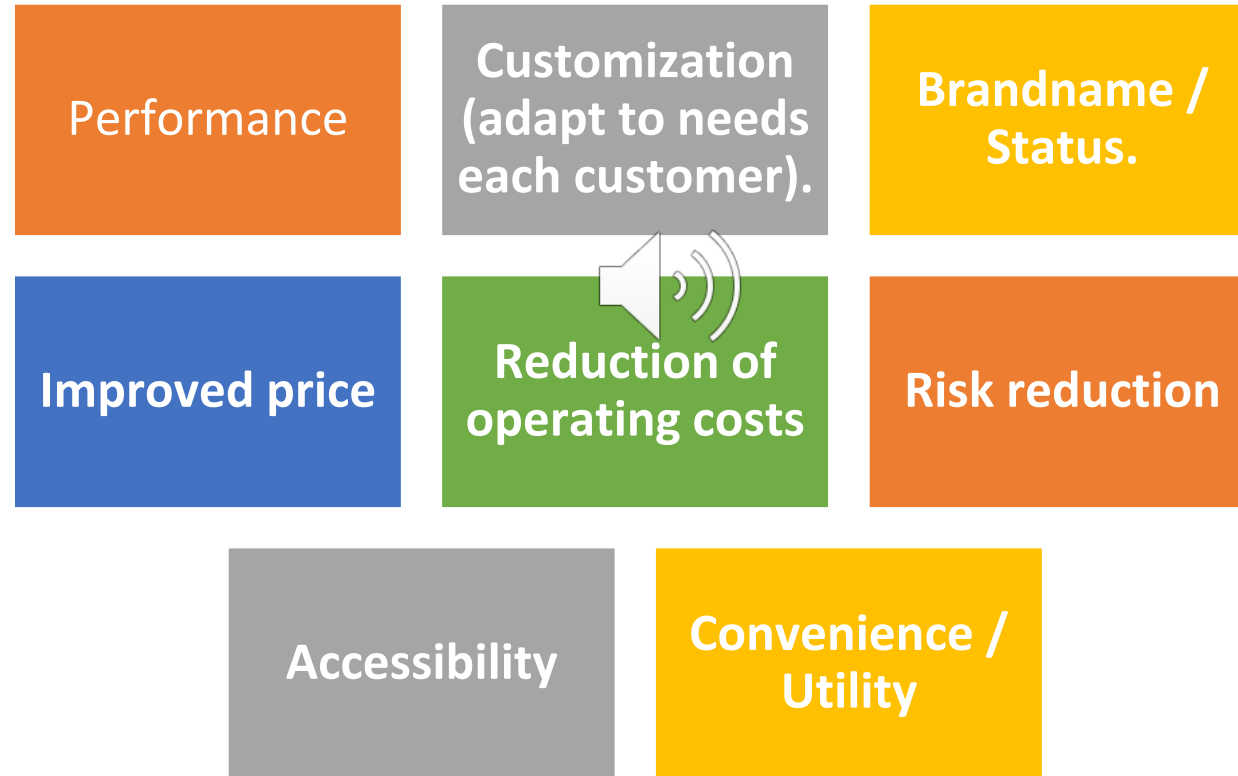
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### 3. Indicative components of value proposition

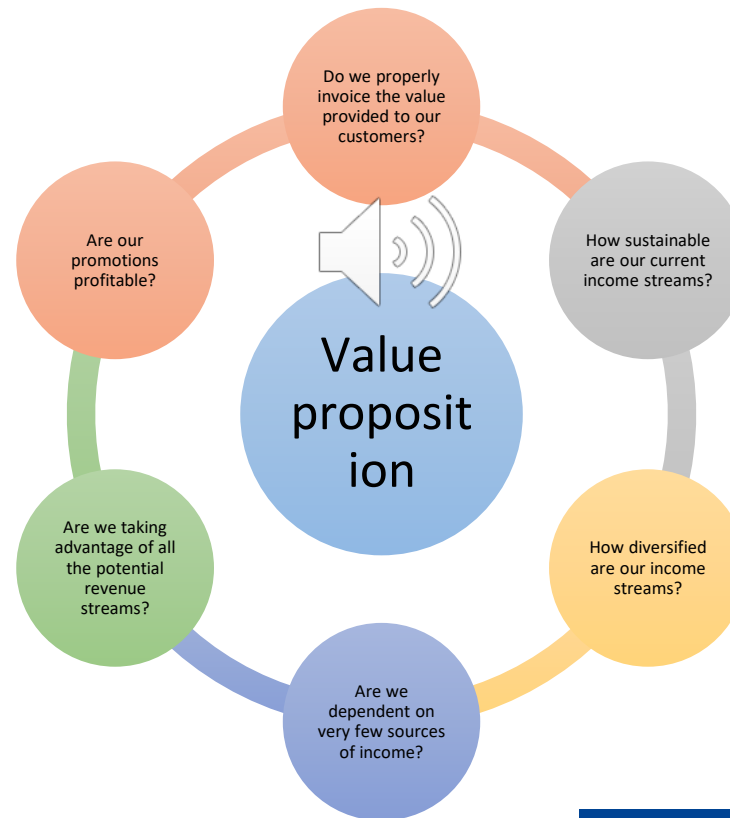
Every product / service tries to solve a problem / satisfy a need. The value proposition concerns the basic arguments as to why the customer / user buys the product or the service.



### 3. Methods used



# 3. value proposition key questions



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