

Talent Rising

Validation, Value Propositions & Iteration

Harry Largey

CEO

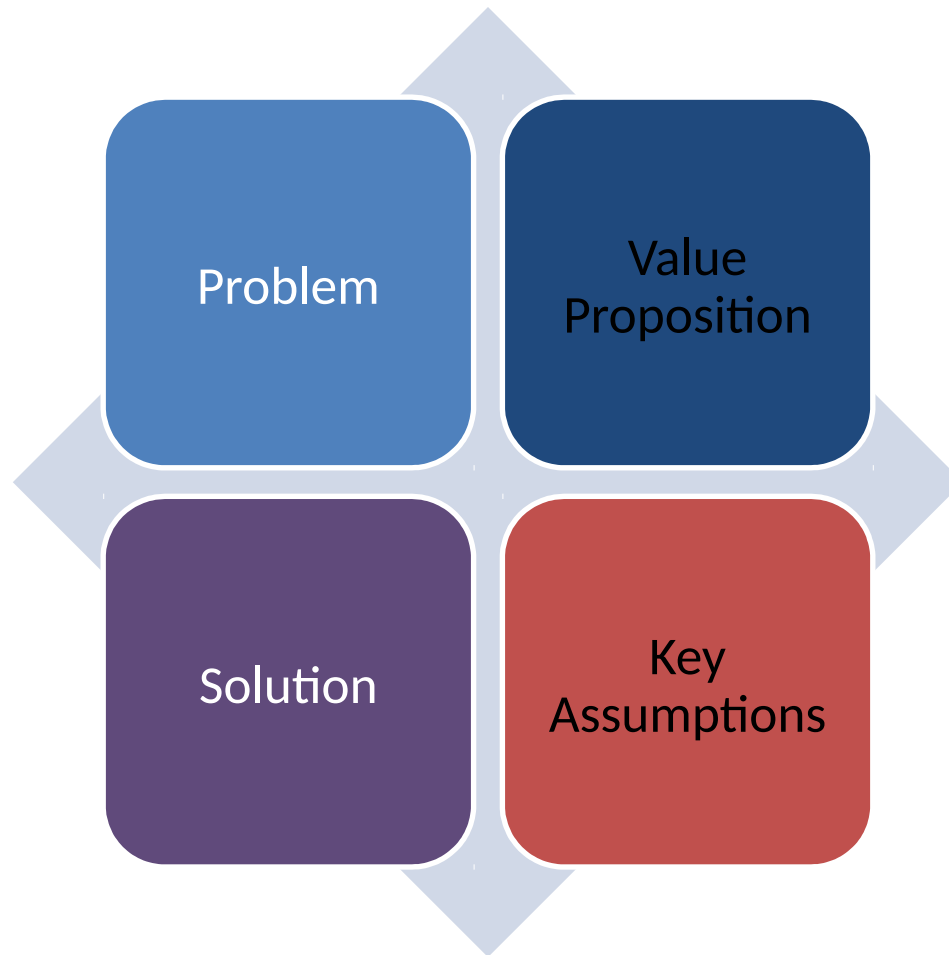
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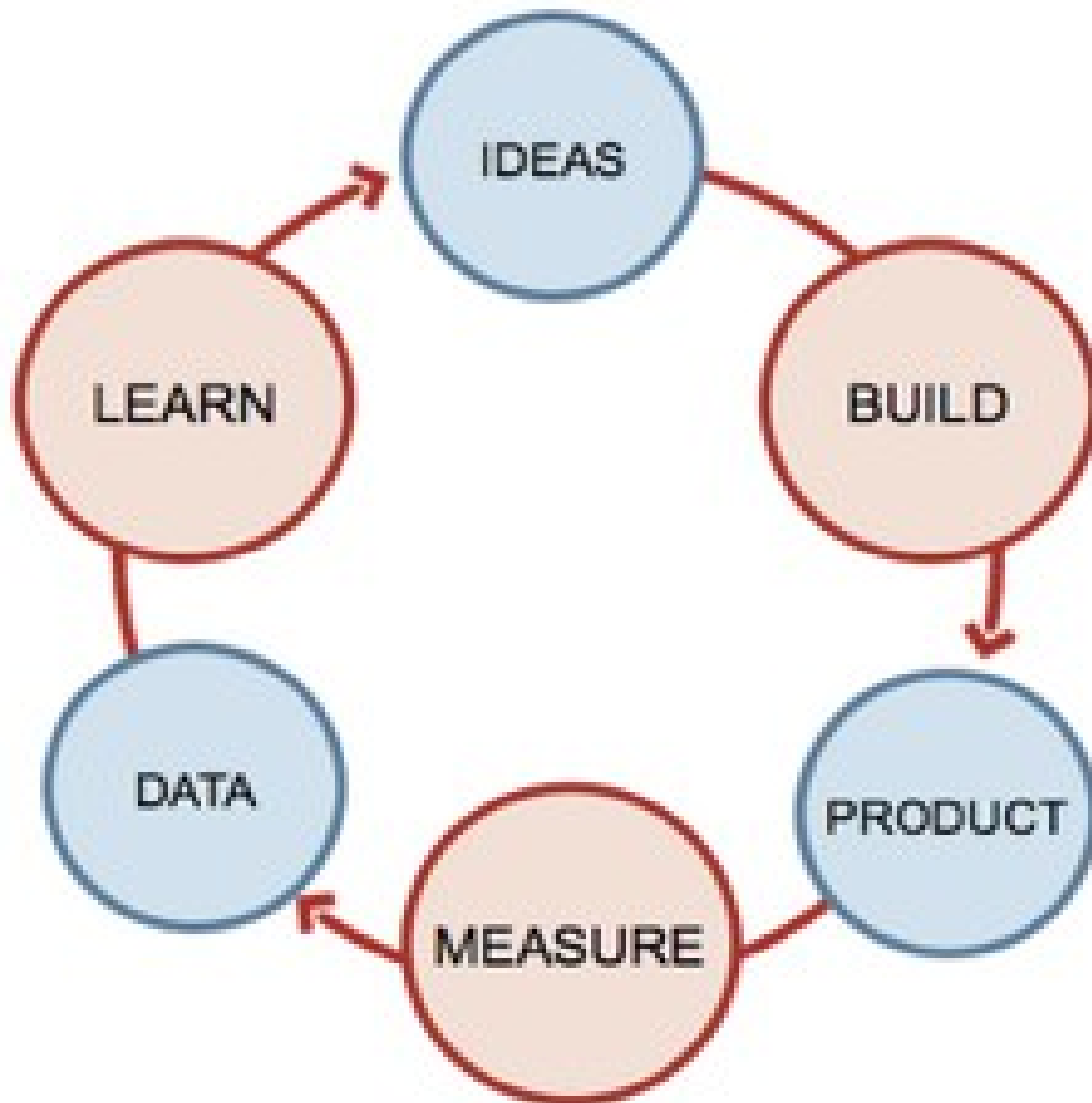
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Early stage rigour



<p>TOP 3 PROBLEMS</p>	<p>TOP 3 FEATURES</p>	<p>SINGLE CLEAR COMPELLING MESSAGE THAT STATES WHY YOU ARE DIFFERENT & WORTH BUYING</p>	<p>CAN'T BE EASILY COPIED OR BOUGHT</p>	<p>TARGET CUSTOMERS</p>
	<p>ACTIVITY THAT DRIVES RETENTION/REVENUE</p>		<p>PATH TO CUSTOMERS</p>	
<p>CUSTOMER AQUISITION COSTS DISTRIBUTION COSTS HOSTING PEOPLE, ETC.</p>		<p>REVENUE MODEL LIFETIME VALUE REVENUE GROSS MARGIN</p>		



What problem are you solving?



What opportunity are you addressing?



What is a Value Proposition?

- (in marketing) An innovation, service, or feature intended to make a company or product attractive to customers
- What makes your product, service, company or yourself valuable to another person, company, or organization
- **A value proposition is an offer that describes the quantifiable benefit(s) that the individual(s) or organization(s) making the offer promise(s) to deliver**



So how do I work it out?

Our Value Proposition

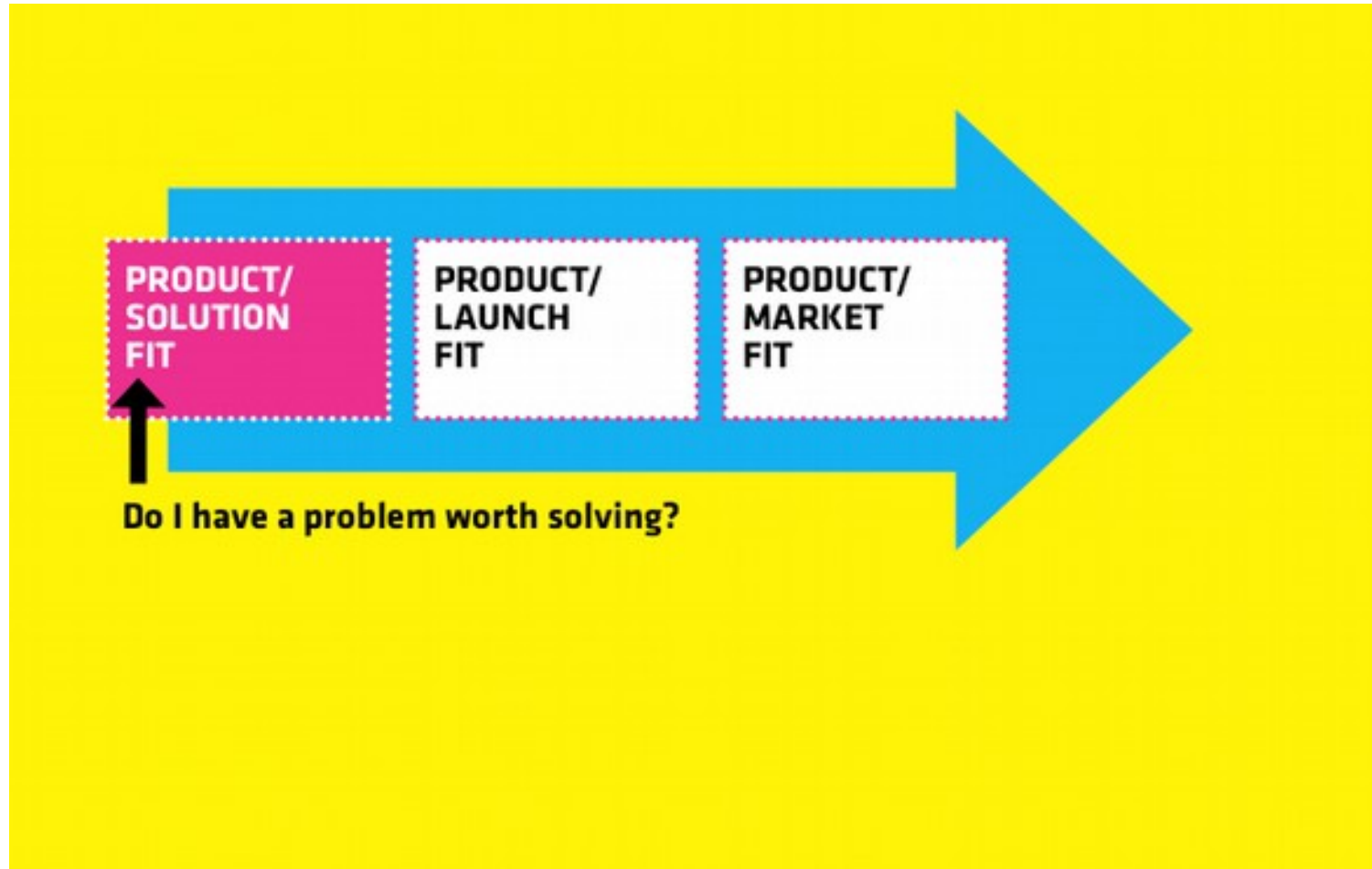
Who

Pain

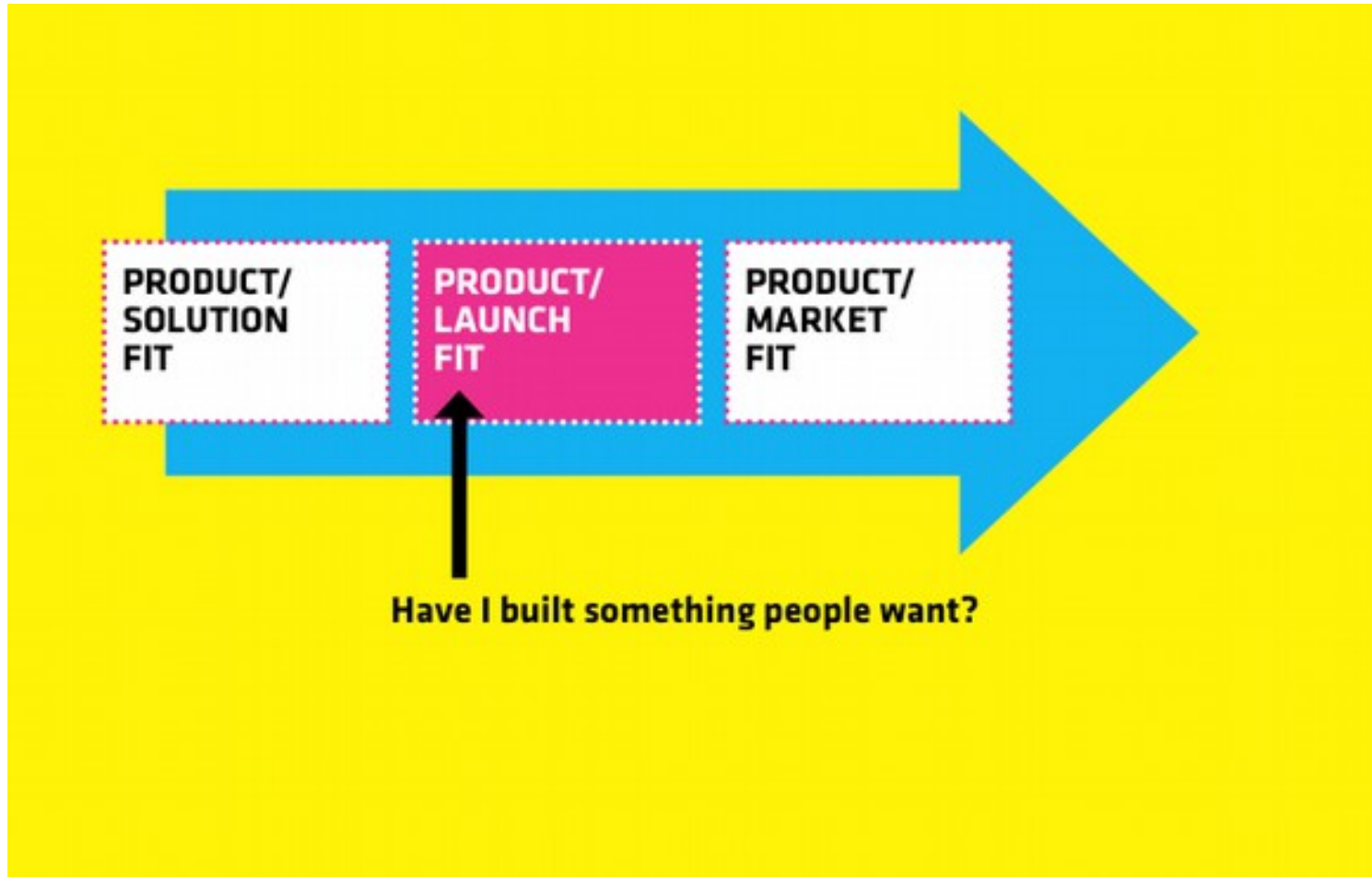
Measurable Value



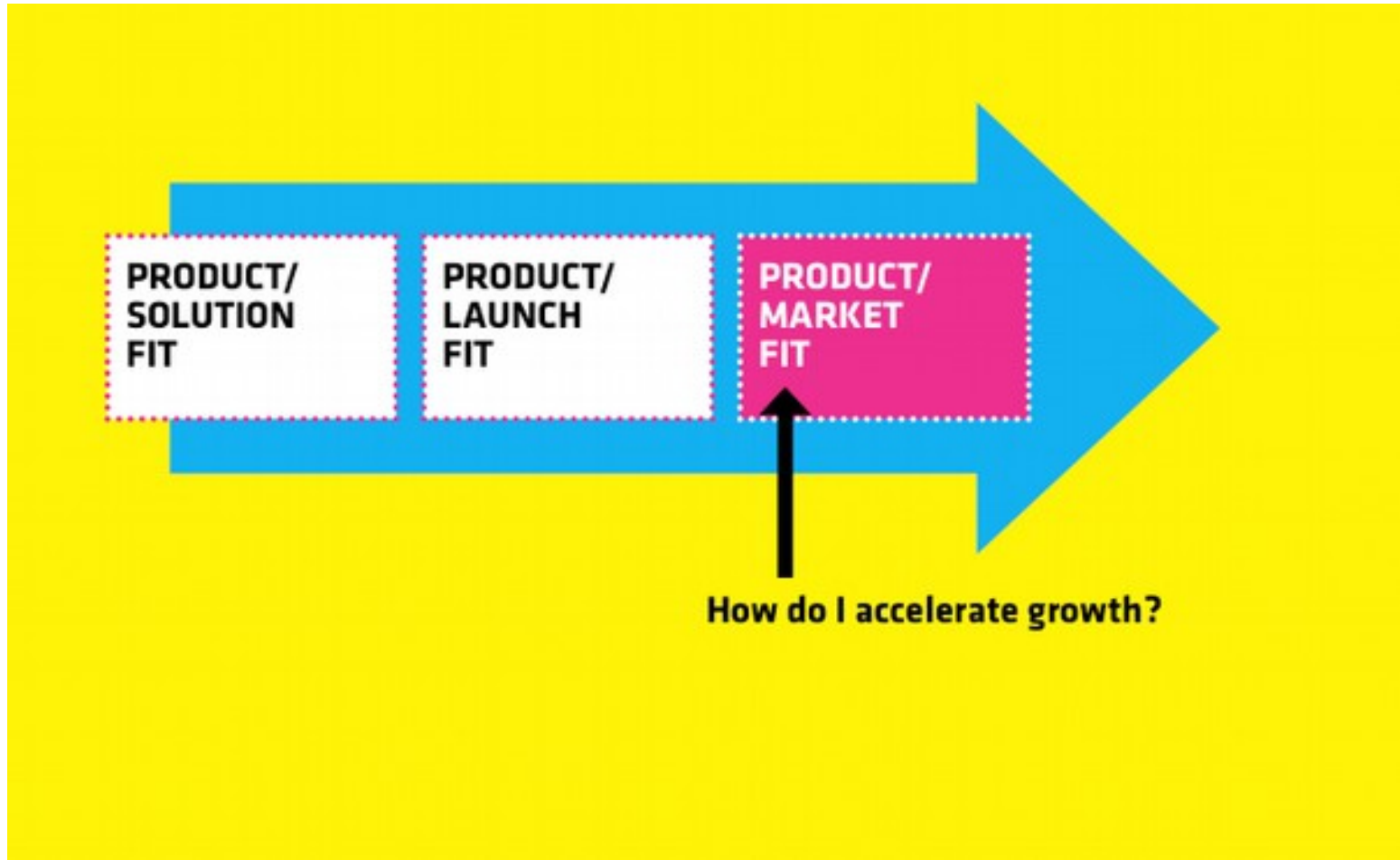
Stages of Validation



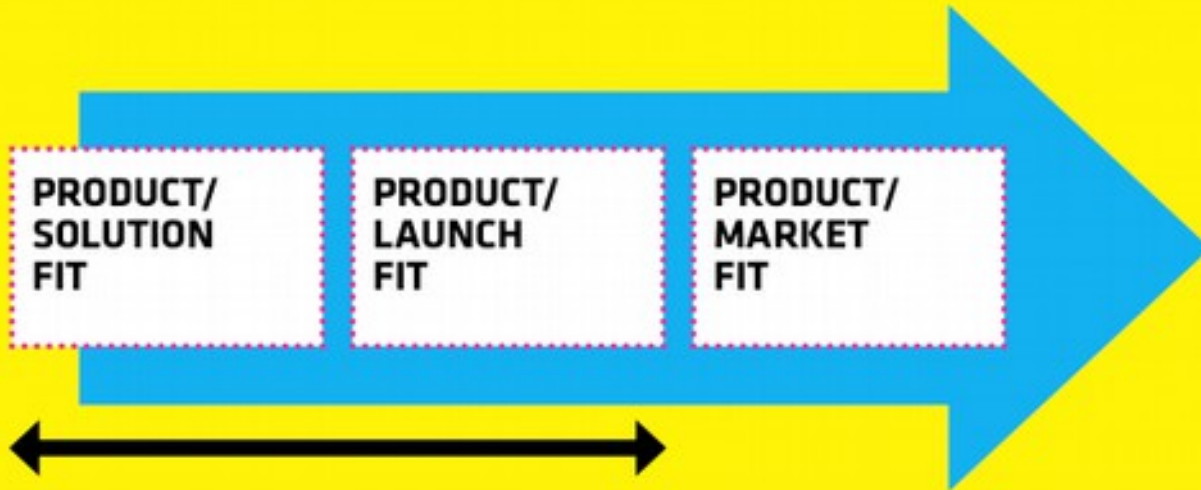
Stages of Validation



Stages of Validation

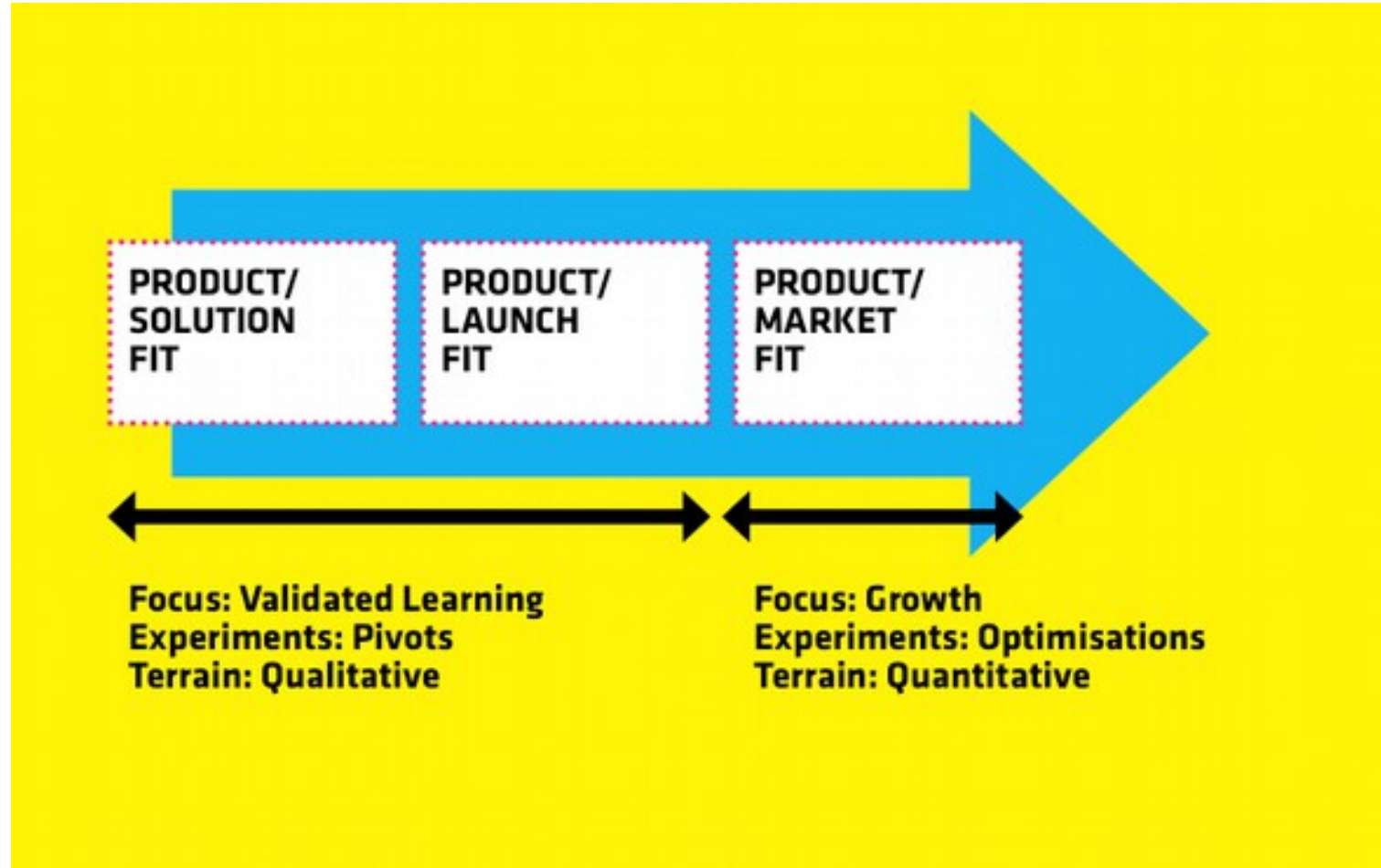


Stages of Validation

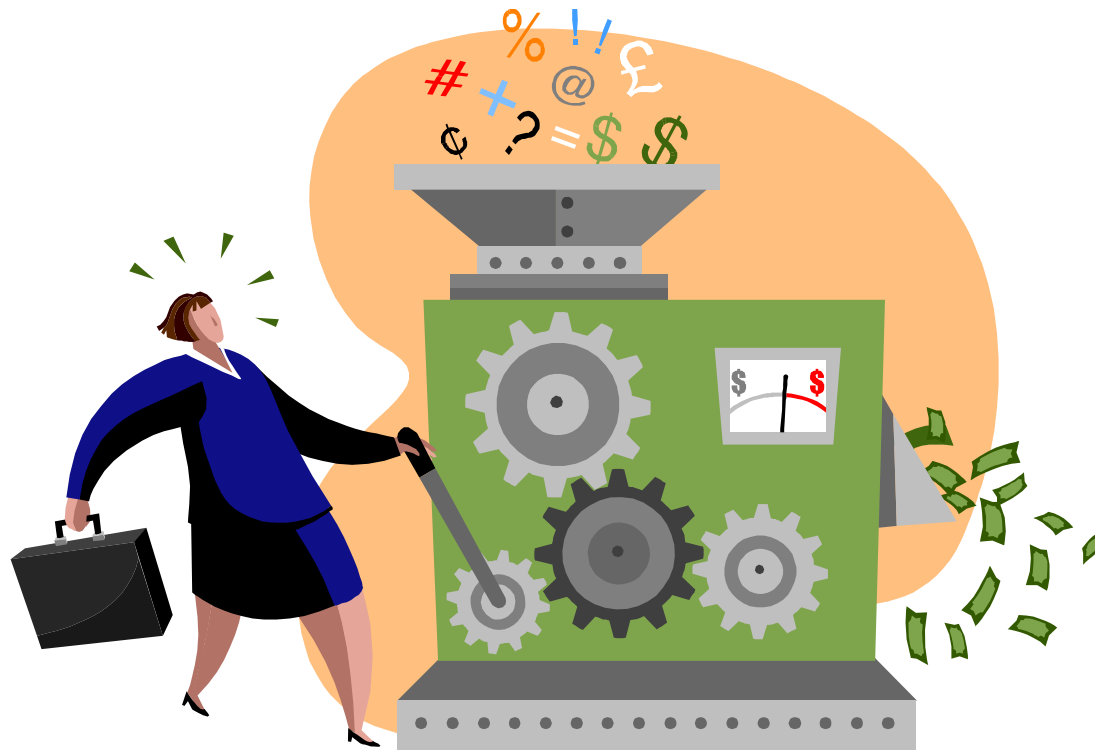


Focus: Validated Learning
Experiments: Pivots
Terrain: Qualitative

Stages of Validation



The Validation Machine

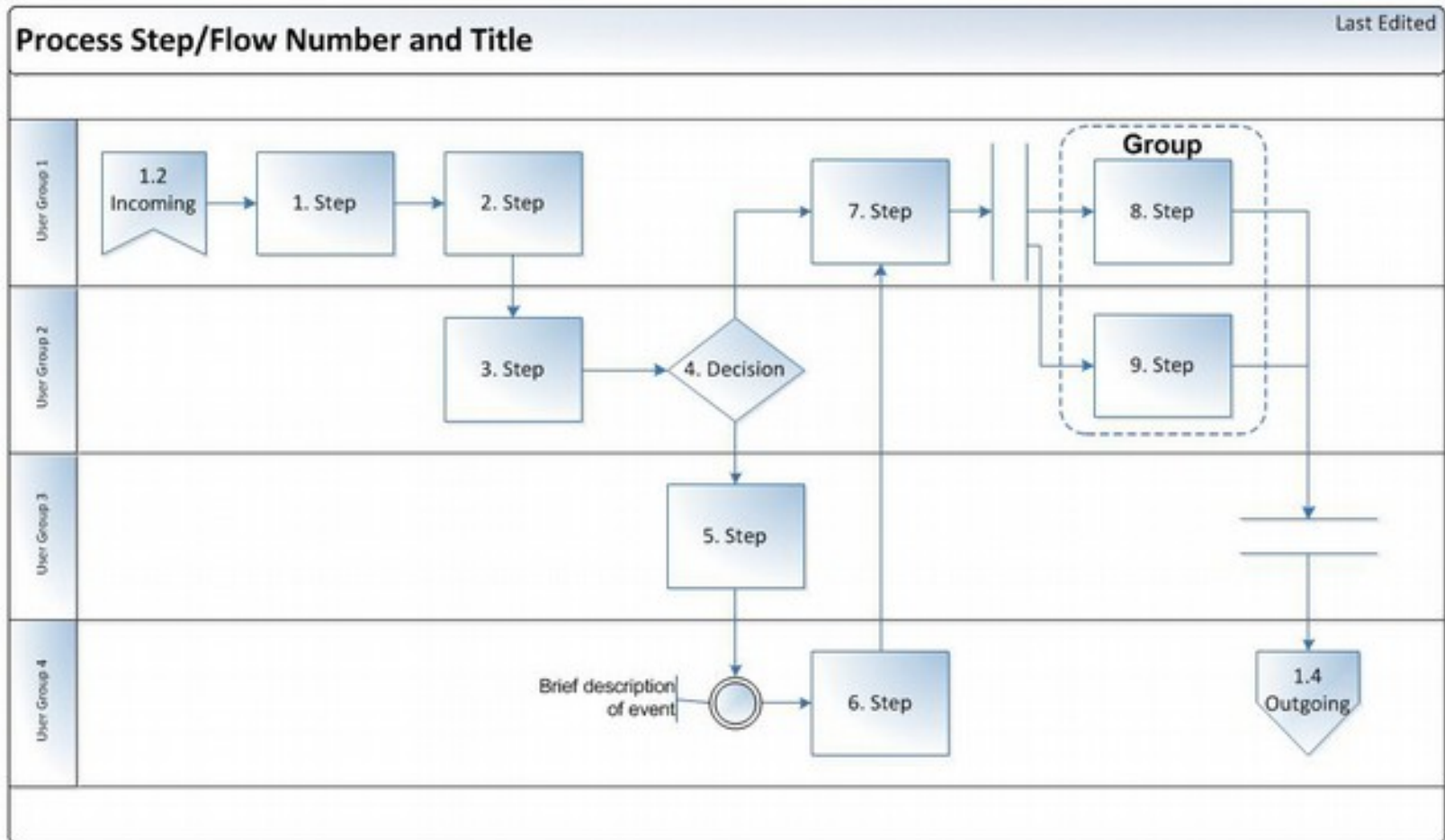


Increasing the speed and decreasing the cost of validation

1. Learn quickly
2. Stagger the testing in phases
3. Obsessively listen
4. Be open to change
5. Trust the process



The individual steps of the process



What works and what doesn't



Don't just listen to your customers, understand them

Jeff Bezos, Amazon CEO



Experiment to Test Validity



Formulate Hypothesis

think – write - challenge



Exercise 1

Formulating hypothesis and experiments to test early

Exercise 2

Uncovering the one key assumption





*How do I learn to identify signals and patterns
for decision-making?*



Exercise 3

Practicing iterating and pivoting



Customer centric design do's and don'ts

- Get out of your bias – change the lens
- Be rigorous in your testing
- Trust the process

- Don't believe without evidence
- Don't commit until you're ready
- Don't follow the herd – lead where you need to



Thank You

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