



GROWING TOGETHER IN THE AMERICAS

DIGITALISATION FOR INTERNATIONAL TRADE
CHALLENGE




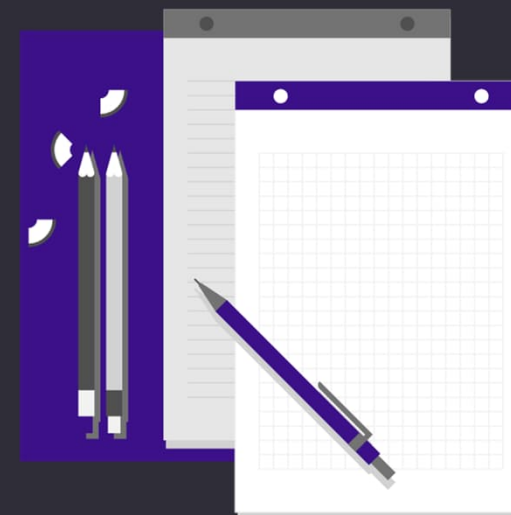
Welcome back!

Today we will start with a new topic: **Business Model**

Objective: Understand the importance of putting the customer at the centre of building products/services and how to find opportunities for the business through **value generation** and **developing relationships with competitors**.

Classes:

- 1 Levelling:** Value proposition  We are here – Tuesday, 19 April
- 2 Innovation:** Canvas and platform business model
- 3 Transformation:** Adding value to the operating model
- 4 Tools:** Map of disruptive business models



Agenda

1. Important announcements
2. Value proposition
3. Markers for changing the value proposition
4. Adapting the value proposition
5. Q&A
6. Feedback of individual challenge Topic 1
“Customer networks strategy generator”



Important Announcements



Deadline for group challenge submission extended to **Friday 22 April**



Take advantage of the **Q&A session** to ask questions that benefit everyone.



Remember that in the **ConnectAmericas Academy** in the section Topic 3, class 1 this material is available in English, Spanish and Portuguese.



The **chat** is only for comments you want to share - remember we're reading you!



If you have any problems, please contact us at:

creciendojuntas@connectamericas.com



If you took the IMD diagnostic survey, you will find the **IMD report and your individual results** in the ConnectAmericas Academy in the Welcome! section.



This is a learning environment, we come to learn, to make mistakes, to reflect, to change our minds, and **it's all good!**

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Mateo De Los Ríos

Executive Director – Business Consulting

Mateo is an Economist and Business Administrator with a Master in Applied Finance.

He has over 15 years of experience in consulting, project structuring, public-private partnerships, investment banking and financial risks.

He has held senior management positions in the private and public sector.

He is characterised by his commercial skills, emphasis on detail and entrepreneurial spirit.

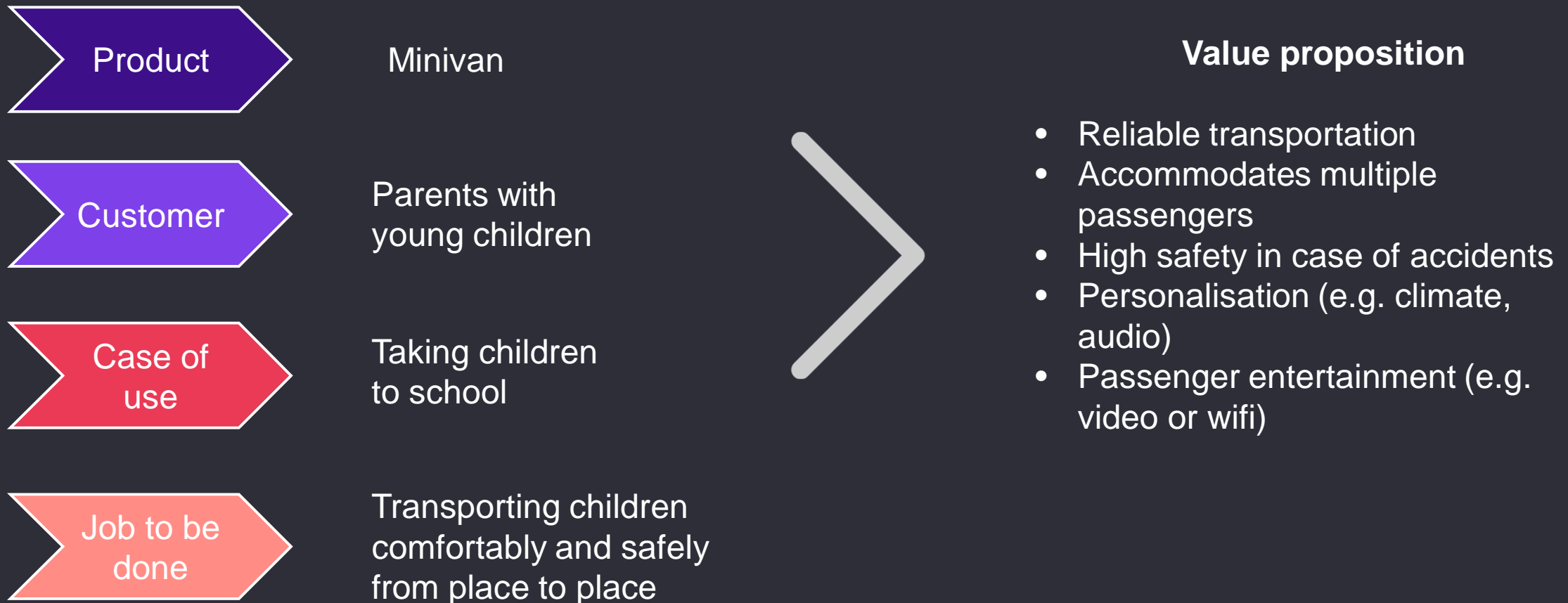


In order to leverage our relationships with our cocompetitors **we must first clearly define our value proposition.**

What is the value proposition?

“Describes the **benefits**, which customers **expect** from the products and services the company offers.” Alex Osterwalder & Yves Pigneur

Market concepts that help to build the value proposition



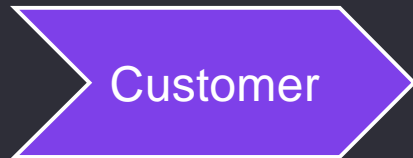
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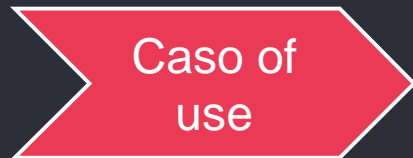
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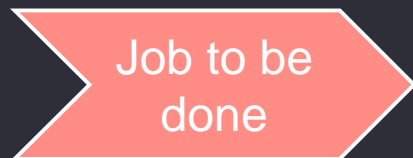
Digital marketing training



Small companies - employees who do not know the subject



Generate sales through social media



Offering a simple and effective course for getting into digital marketing



Value proposition

- Customised
- Short and easy to understand
- Features free tools
- Emphasis on social media

What is the value proposition?

Characteristics

- Defined for a specific market segment - **customer-centric**
- Generates **added value**, benefits and profits for the customer
- Enables **threat** assessment and **innovation**



At the end of the day the value proposition should be treated as a marketing strategy that has as its objectives:

- Convey in an objective and direct way how my product or service adds value for a specific market segment.
- Generate a differentiating value between my products and services with respect to the competition.

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Markers for changing the value proposition



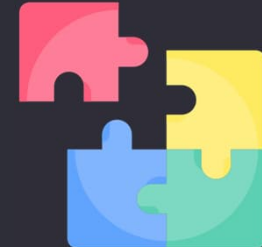
New technologies



Changing customer needs

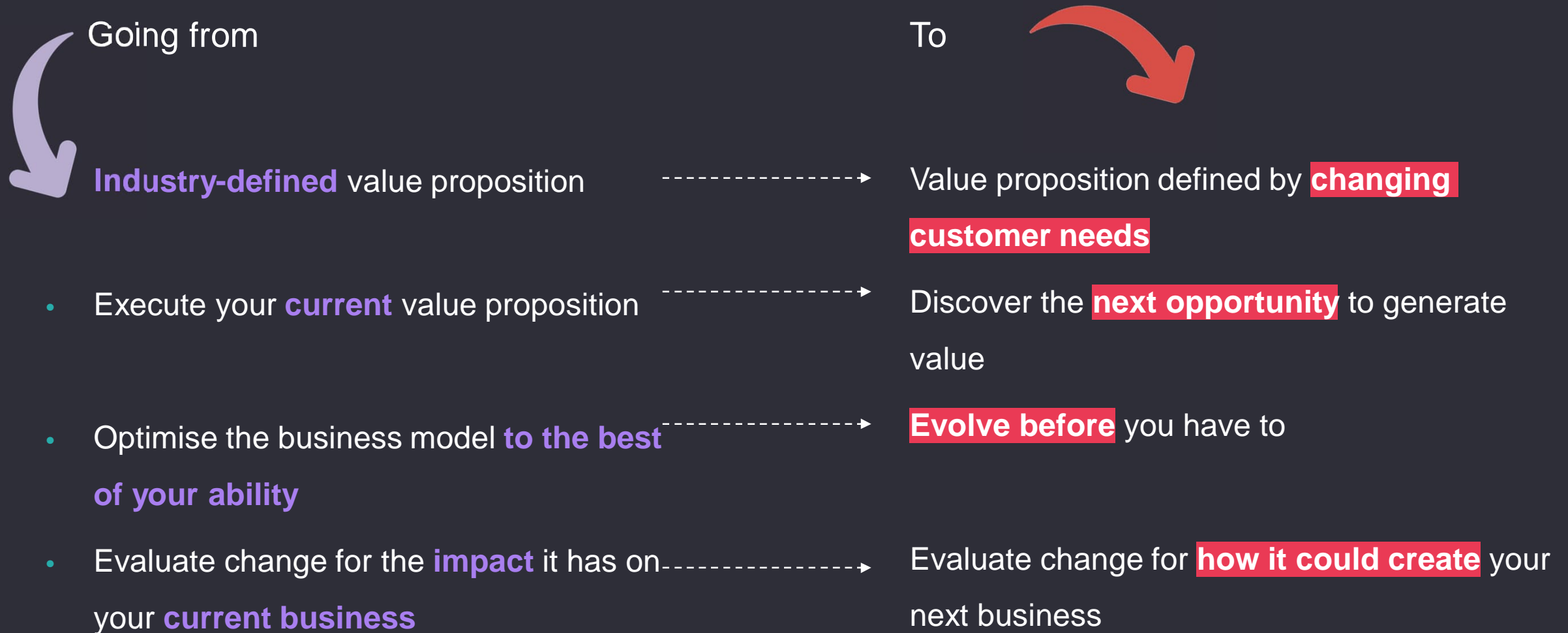


Aparición de sustitutos



Declive de la relevancia del producto o servicio

Rethinking the business... is to rethink the value proposition



Examples

There are many small and medium-sized enterprises that have identified customer and market needs that have led them to **change their value proposition** and open the frontiers of their business.

Who would have thought that even the homestyle restaurant business would have to adapt?



Examples



How does it work?

3. When you are ready, return the Reusabol at any restaurant in our network.



1. In the restaurant order your take-away in a Reusabol

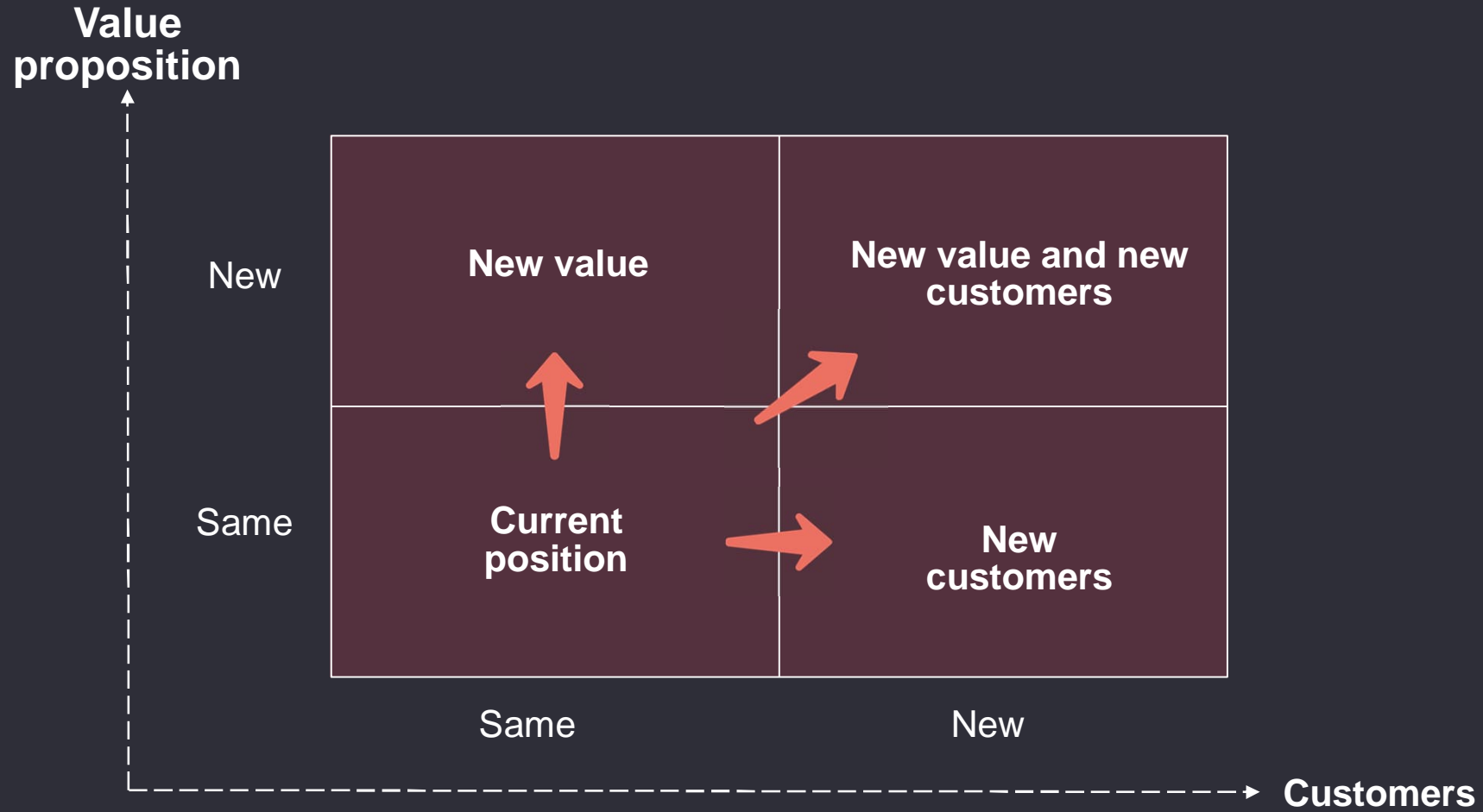
2. Enjoy your food wherever and whenever you want

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Adapting the value proposition



Adapting the value proposition

New clients

Creative thinking can help **identify a new customer or use case** for the same value that your company is currently offering.



Paper
manufacturer



Photography
studio

Adapting the value proposition

New value

Adapting its value proposition requires a company to be willing to move away from what has made it successful in the past. When faced with declining relevance and demand for its offerings, a company must ask itself **how can I be as valuable to my customers as before, if not more so?**



Clothing store



Books



Kindle

Adapting the value proposition

New value + New clients

Typically, this can occur when a **drastic change in the value proposition** succeeds in **attracting a new market of customers.**



Comics



Movies



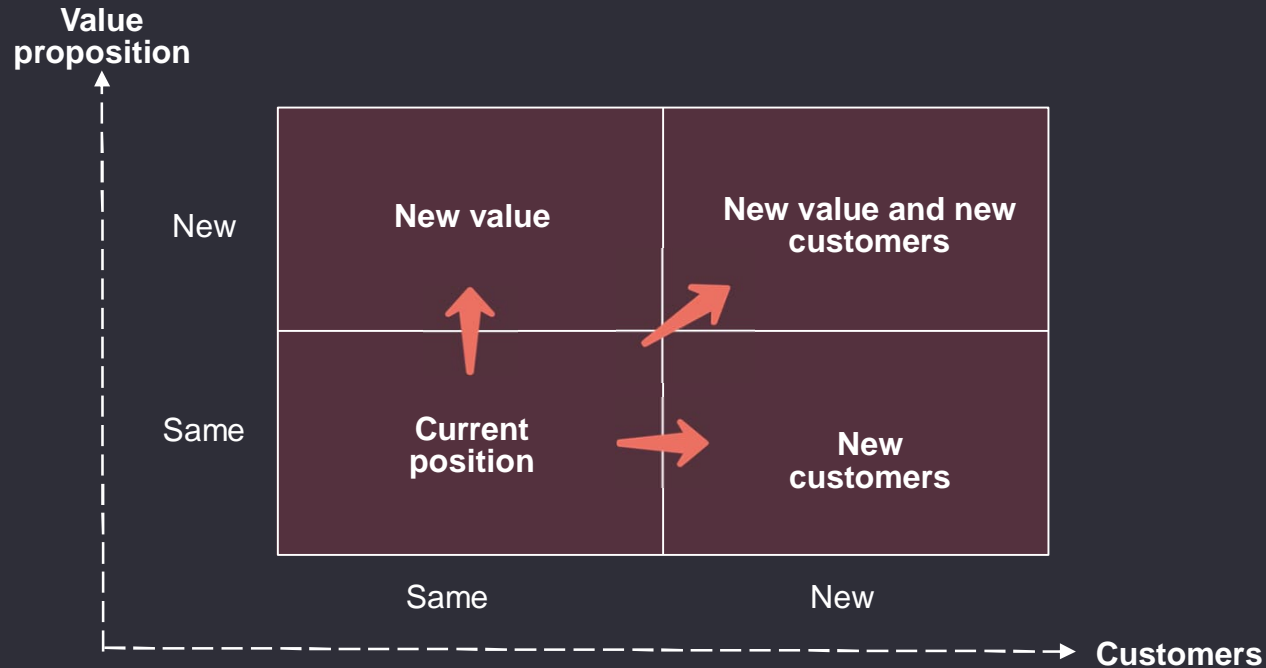
Arcade




Casino slots



Adapting the value proposition



Let' get to work!



Working time: 15 min
Voluntary presentation: 10 min

Considering what we covered in Topic 2. User experience and what you learned in today's class, define:

1. **Customer segment** for which you want to change your value proposition.
2. **Current value proposition** for that customer segment
3. Strategy for **adapting** your value proposition (New customers, new value or both).

Q

&

A

Let's share!

In this section we seek to highlight the best individual challenges from Topic 1: Digital Immersion.

Time: 15 minutes



THANK YOU!

See you next Tuesday



Please access the following link and give us your feedback on today's class:

<https://forms.office.com/r/6Z8HPki2x9>

Your opinion is very important to us.