



ENGINEERS 4 EUROPE



# Test the Value Creation Business Model

**ENTREPRENEURSHIP 4 ENGINEERS**

**Workbook**

Sub-module 2.4

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Co-funded by  
the European Union

# Instructions

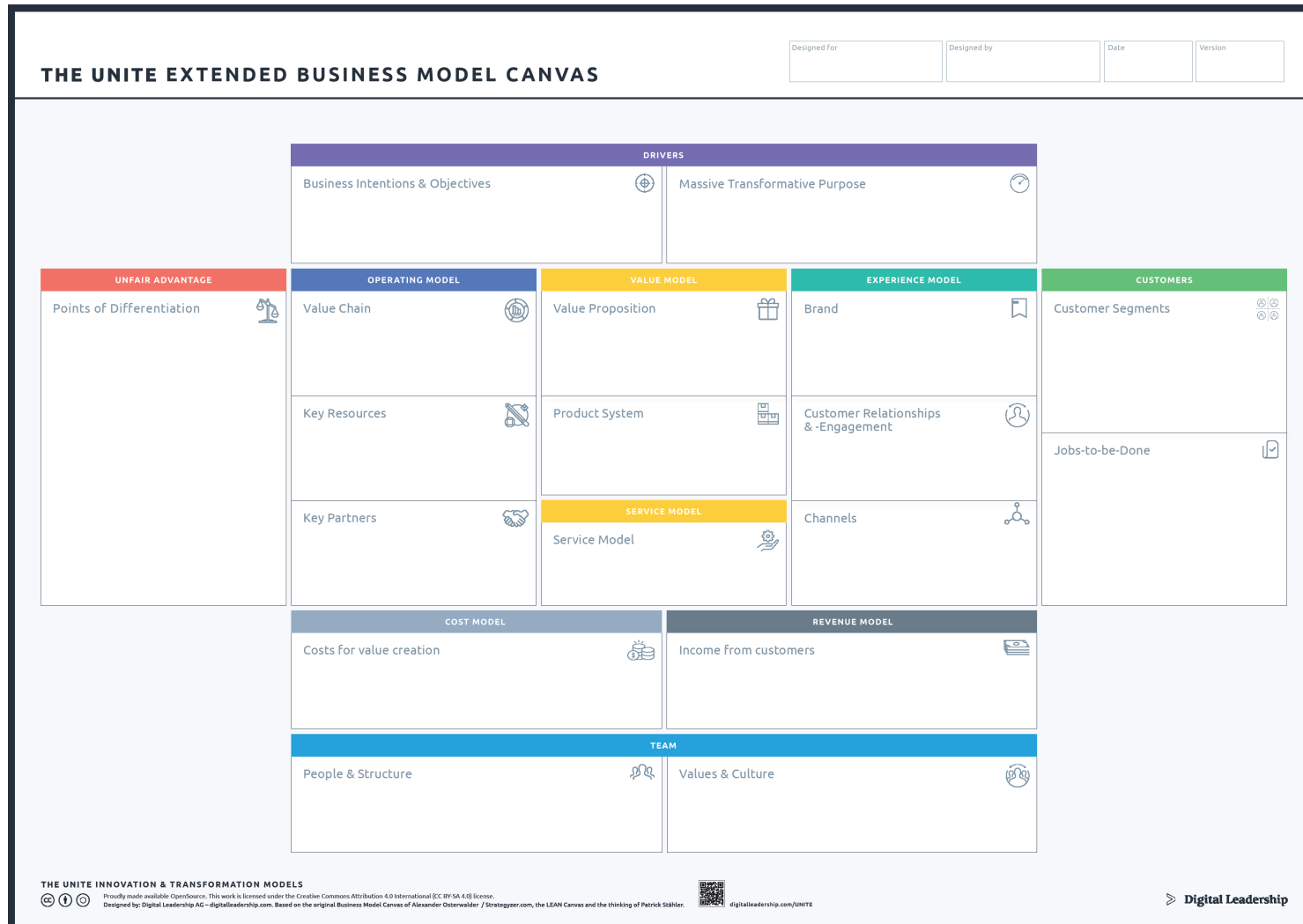
- **Before class:**
  - Watch Module Video
  - Read recommended and suggested documents
  - Download the Tools
  - Proceed with this guide, completing all tasks specified for completion before class on each page.
  - Set up a working group

**Book:** Dieffenbacher, S. F., Hüttinger, C., Zaninelli, S. M., Lines, D., & Rein, A. (2024). How to Create Innovation: The Ultimate Guide to Proven Strategies and Business Models to Drive Innovation and Digital Transformation. John Wiley & Sons.

**Blog:** [Value Creation Definition, Model and Examples in Business \(digitalleadership.com\)](https://digitalleadership.com/value-creation-definition-model-and-examples-in-business/)

**UNITE EXTENDED Business Model Canvas:** How to Create Innovation

# Instructions – Download Tools



# BEFORE CLASS – Update your UNITE EXTENDED Business Model Canvas



Update your UNITE EXTENDED BMC

*Using your UNITE EXTENDED Business Model Canvas, and taking advantage of previous sessions 2.2. and 2.3. update your UNITE EXTENDED BMC*

Fill In your UNITE VALUE CREATION MODEL CANVAS

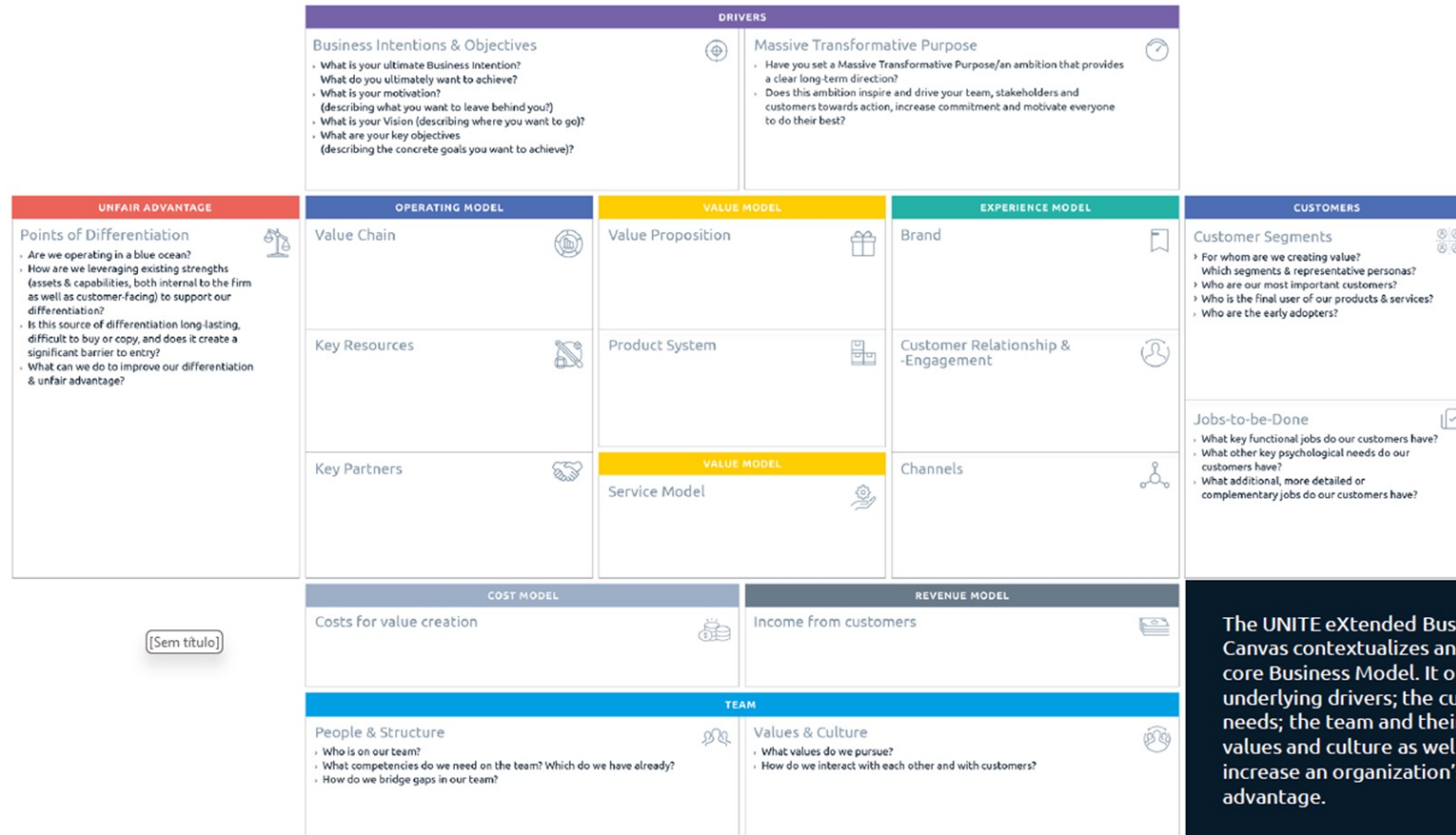
*Prepare your first version of your UNITE VALUE CREATION MODEL CANVAS*



# BEFORE CLASS – Update your UNITE EXTENDED Business Model Canvas

## Canvas

### THE UNITE EXTENDED BUSINESS MODEL CANVAS



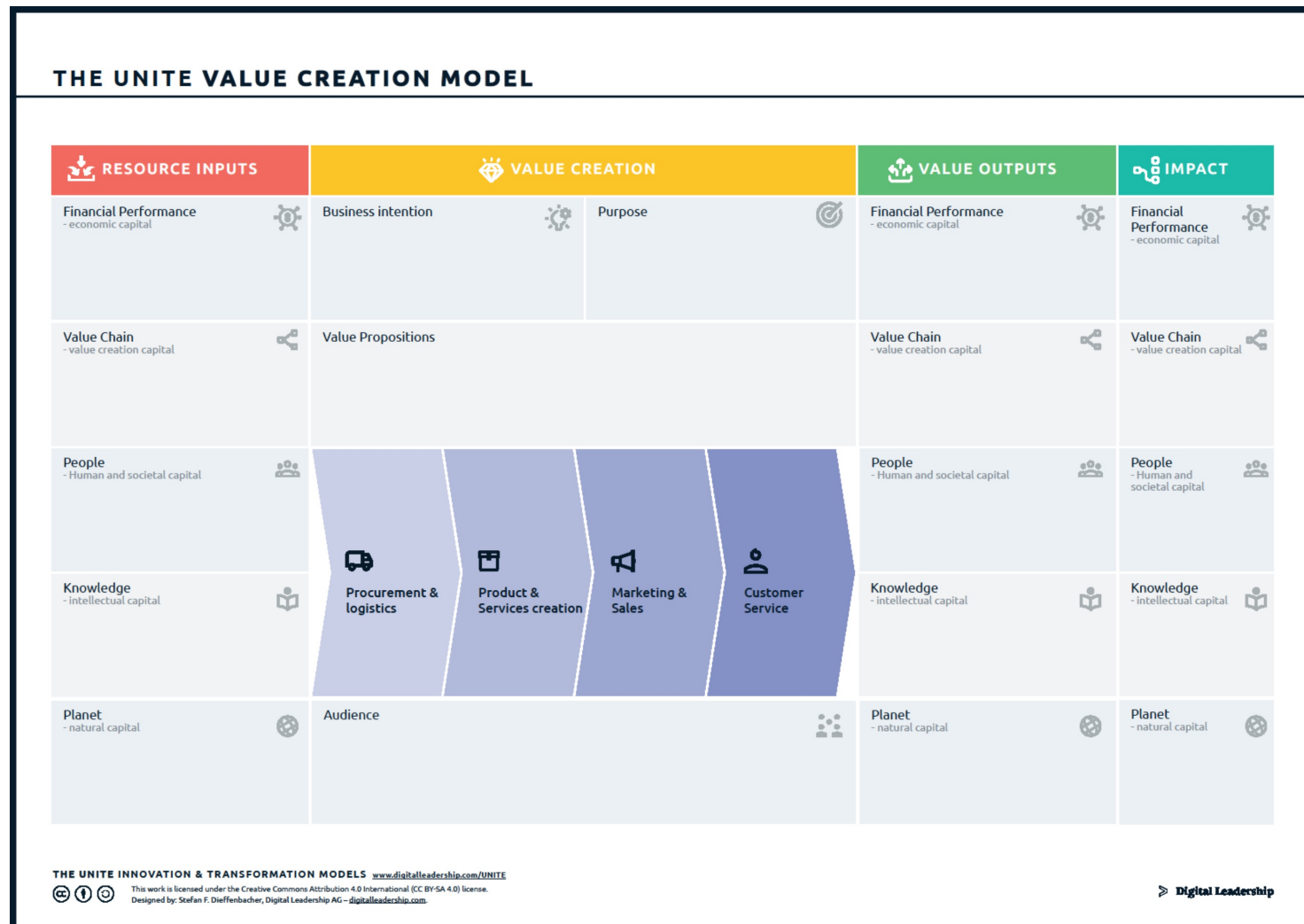
The UNITE eXtended Business Model Canvas contextualizes an organization's core Business Model. It outlines the underlying drivers; the customers and their needs; the team and their structures, values and culture as well as how to increase an organization's unfair advantage.



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# BEFORE CLASS – Update your UNITE EXTENDED Business Model Canvas



# IN CLASS – Review Value Model and Service Model at your UNITE EXTENDED BUSINESS MODEL CANVAS

Review building blocks using Value Creation Model

*Using the Value Creation Model and the guidelines made available from presentation and readings, review the 3 building blocks for Value Model and for Service Model at the UNITE EXTENDED BMC*

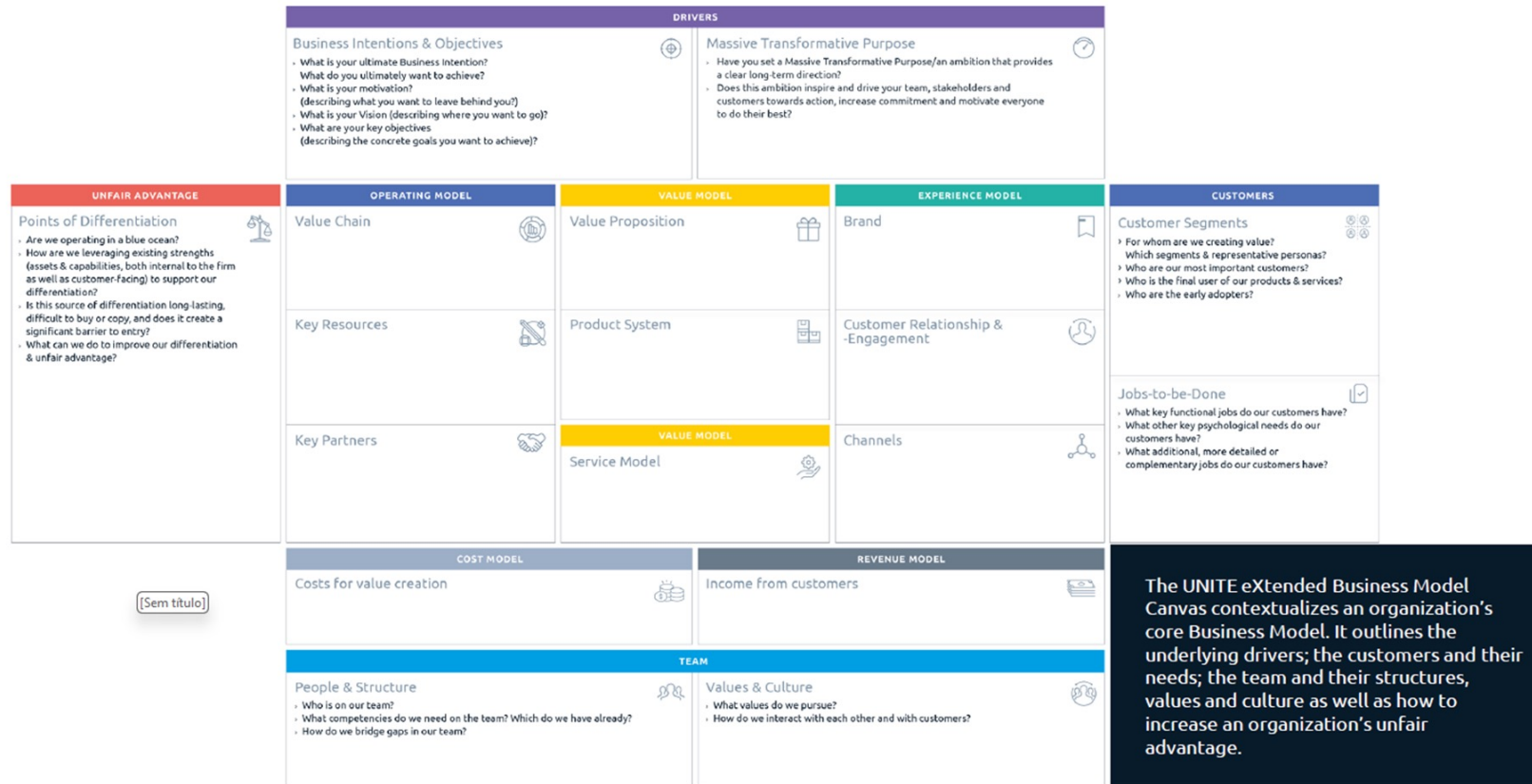
*Upon completion review all the impacted blocks of your UNITE EXTENDED BMC*

Present your findings and conclusions

*Present findings and improvements*

# IN CLASS – Review Value Model and Service Model at your UNITE EXTENDED BUSINESS MODEL CANVAS

## THE UNITE EXTENDED BUSINESS MODEL CANVAS



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# IN CLASS – Evaluate the VALUE CREATION at the end of this Stage 2

## Evaluate VALUE CREATION

*Using your revised UNITE EXTENDED BMC, analyze and formulate a conclusion as to achieving (or not) a Qualitative Problem / Solution FIT*

*Using available Scorecard, evaluate the Value Creation at the end of this Stage 2*

## Present your findings and conclusions

*Present findings and improvements*

# IN CLASS – Review Value Model and Service Model at your UNITE EXTENDED BUSINESS MODEL CANVAS

Assess the result

Column C

## THE UNITE PROBLEM/SOLUTION FIT SCORECARD (STAGE 2)

A. Understand the Customer's Jobs through Jobs-to-be-Done	B. Define the Value Proposition through classical Design Thinking	C. Define the Value Creation through Business Model Design
<p> Importance of Job</p> <p>0 ————— 10</p>	<p> Does it solve the Job?</p> <p>0 ————— 10</p>	<p> Business potential</p> <p>0 ————— 10</p>
<p> Current customer satisfaction</p> <p>0 ————— 10</p>	<p> Preference over substitute products</p> <p>0 ————— 10</p>	<p> Degree of novelty uniqueness</p> <p>0 ————— 10</p>
<p> Emotional social importance</p> <p>0 ————— 10</p>	<p> Buyer readiness</p> <p>0 ————— 10</p>	<p> Fit with strategy</p> <p>0 ————— 10</p>
<p> Number of customers with that Job</p> <p>0 ————— 10</p>	<p> Recommendation score</p> <p>0 ————— 10</p>	<p> Marketability</p> <p>0 ————— 10</p>
	<p> User Experience</p> <p>0 ————— 10</p>	<p> Time to Market</p> <p>0 ————— 10</p>
	<p> Price point &amp; readiness to buy</p> <p>0 ————— 10</p>	<p> Investment required</p> <p>0 ————— 10</p>
	<p> Wow &amp; emotion score</p> <p>0 ————— 10</p>	<p> New customers?</p> <p>0 ————— 10</p>
	<p> Addressable market size</p> <p>0 ————— 10</p>	
	<p> Brand fit</p> <p>0 ————— 10</p>	
	<p> Viral potential</p> <p>0 ————— 10</p>	
	<p> Fit to assets &amp; capabilities</p> <p>0 ————— 10</p>	
JBTD score: _____	Value proposition score: _____	JBTD score: _____
	Total score: _____	Final decision: kill, pivot or MVP? _____

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# IN CLASS – Review Value Model and Service Model at your UNITE EXTENDED BUSINESS MODEL CANVAS

## C. Define the Value Creation through Business Model Design



Business potential

0 ————— 10



Degree of novelty uniqueness

0 ————— 10



Fit with strategy

0 ————— 10



Marketability

0 ————— 10



Time to Market

0 ————— 10



Investment required

0 ————— 10



New customers?

0 ————— 10

[Sem título]

# Self Assessment

Indicator/Topic	Self Assessment
Value Creation Model	
Value Creation Formulation	
Value Creation Testing	



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