

Value Proposition

Our Value Proposition



Value Proposition

Key steps in establishing the value proposition

- What do we do?
- What do we not do?
- Why do we do what we do?
- Who do we serve?

Osterwalder – Value Proposition Design

<http://noahc.me/Value%20Proposition%20Design.pdf>

Table Discussion

- How useful might this process be for your school?
- What is your school's value proposition? How effectively does it define/differentiate your product?
- Check for current and future relevance given the changing educational landscape?