

**Reflecting
around your
product or
service's
value chain**



Identify the Business Model First Then Analyze the Value Chain

The business model provides a high-level overview of how a company creates, delivers, and captures value.



The value chain analysis allows companies to delve into the specific activities and processes involved in executing the business model.

- How to secure inputs?
- How to engage suppliers and partners?
- What expertise to hire?
- How to promote my solution?
- Where to commercialize my solution?
- How to retain customers?
- ...

Reflecting Around my Value Chain

The value chain is the sequence of activities involved in delivering a product or service to customers, from raw material sourcing to distribution and after-sales support.

Step 1:
Identify key activities



Step 2: Identify value-added activities

Step 3:
Minimize non-value-added activities

Step 4:
Continuously improve based on data

Keep Innovating By Asking the Right Questions!

- How can you create more opportunities to connect with your target?
- How can you establish direct contact with your target?
- How can you capitalize on partners who serve the same target?
- How can you integrate your target's changing habits?
- What unique value propositions can you offer your key partners?
- How can you adapt your message to different targets?