

Interactive meet on Determining a Value Proposition

When

Friday, 13 May 2016

Where

Training room, 100 NCL Innovation Park

Time

10am -12pm

Purpose of the meet

Share the thoughts on Value proposition with young entrepreneurs venturing into a business venture through Innovation, and Science & Technology route. Your value proposition statement is the front end of your effort to persuade customers to make a decision in your favour. Keep it simple, crisp, easy to read, and easy to say, also convincingly believable. A VP statement summarizes why a customer should buy your product solution rejecting others. The statement is concise and appeals to the customer's strongest decision-making drivers. It is relevant & differentiating to customer from other competing products.

Entrepreneurs venturing into new business activity through Innovation, and Science & Technology route, must understand this core business development block among other business blocks. VP is the basis for deciding economic & market feasibility of the proposed business venture. VP is an integrated statement stating **target customer, problem/opportunity** needing a solution, **category of product or solution** and the **benefits** its offers.

Speaker- Mr Waman S Jawadekar

He is a management consultant advising corporates on IT & business Strategy for business impact. **He has a Master's degree of Bombay University in Statistics with Operations Research, and MBA (Systems and Marketing) from Stanford University, USA.** With 30 years of experience in the industry his strength is in application of technology to management process for the organization change & transformation. **Member of CSI & IMCI.**

The experience is rich in designing information driven manufacturing & management systems for exploiting the technology advantage. The experience is strong in Product & Project manufacturing companies. Role in consulting is of an Adviser/Change agent/Implementer to a number of companies on Business strategy, IT strategy, ERP, Product Development, Software Project Management, and Learning Management Systems. Creativity & Innovation. Currently focuses on consultancy in Business Strategy & organization transformation for growth.

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