

Value proposition



- For *(target customers)*
- who are dissatisfied with *(the current market alternative)*
- our product is *(new product category)*
- that provides *(key problem-solving capability)*
- unlike *(the product alternative)*
- we have assembled *(key whole product features for your specific application)*

Adapted from Geoffrey Moore, Crossing the Chasm

Whole product



Generic

What is shipped

Generic product

Expected

What customer thinks they are buying

Expected product

Augmented

'Delight factor', added value – e.g. ancillary products, training, service

Augmented product

Potential

Room for growth; customer-specific enhancements

Potential product

Example: Librae Personalised Diabetes Simulator



- For people recently diagnosed with type 1 diabetes,
- who are dissatisfied with the log-book based reactive approach,
- Librae is a Personalised Diabetes Simulator,
- that acts as your body double on which you can explore diet, exercise and other lifestyle choices.
- Unlike Diabetes Management Software
- we provide you with the software and training to allow you to predict your blood glucose



Example: Librae

Personalised Diabetes Simulator



For people recently diagnosed with type 1 diabetes, who are dissatisfied with the log-book approach, Librae is a Personalised Diabetes Simulator: your “*body double*” for experimenting with diet, exercise and other lifestyle choices.

Unlike Diabetes Management Software products, Librae enables you to be proactive in gaining and maintaining control of your condition and your life.



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