

Using this worksheet:

1. In the centre box describe the product / service / technology you are offering.
2. In each quadrant, list the people, groups or organisations that may come in contact with your product / service or may influence its success through the value chain.

Users
(The end user of the product / service)

Customers
(The purchaser / buyer of the end product / service)

Product / Service / Technology
(Describe the product / service / technology you are offering)

Stakeholders
(A person, group or organisation that has a direct stake in the business or product / service eg: manufacturer or distributor)

Influencers
(A person, group or organisation that has an indirect influence in the purchase of the product / service eg: key opinion leaders and specifiers)

KiwiNet Investor Engagement Workshop

TITLE: **Worksheet 1**

SUBJECT: **Understand Your Value Chain**

NAME: _____
COMPANY: _____

PROJECT: _____



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TITLE: **Worksheet 2**

SUBJECT: **Be Benefit Led**

Using this worksheet:

1. In column one, list the different Users / Customers / Influencers that may come in contact with your product / service or may influence its success (from worksheet 1).
2. In column two, describe the benefits that these individuals, groups and organisations will be looking for, or that would appeal to them.
3. In column three, list the key feature(s) of your product / service / technology that deliver on these benefits.

Note: start from the features column and work back if you find this easier.

User / Customer / Stakeholder / Influencer	Benefit (Benefit to them)	Feature (How the benefit is delivered)

NAME: _____

COMPANY: _____

PROJECT: _____



Product Development

Using this worksheet:

1. Prepare your Pecha Kucha presentation by responding to the questions within each quadrant.
2. Create a short summary pitch in the centre box of the worksheet by listing WHAT it is, who and what market it is FOR, and what benefits it HELPS / PROVIDES.

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TITLE: **Worksheet 3**

SUBJECT: **Pecha Kucha Brainstorm**

Customers

Who are the key customers for your product / service?

Customer Problem

What is the customer problem?

Product/Services

What is your product / service and how does it work?

Target Market

What is the target market? What is the size and make up of the market?

Short Summary Pitch

WHAT is it:

.....
.....

Who is it **FOR**:

.....
.....

HELPS / PROVIDES what benefit:

.....
.....

Sales Marketing Strategy

What is your sales and marketing strategy?

Business Model

Outline your proposed business model to exploit opportunity?

Competitors

Who are your key competitors and competing products / services?

Competitive Advantage

What is your competitive advantage and point of difference?

NAME: _____

PROJECT: _____

COMPANY: _____

