

IDENTIFYING AND EVOLVING THE VALUE PROP

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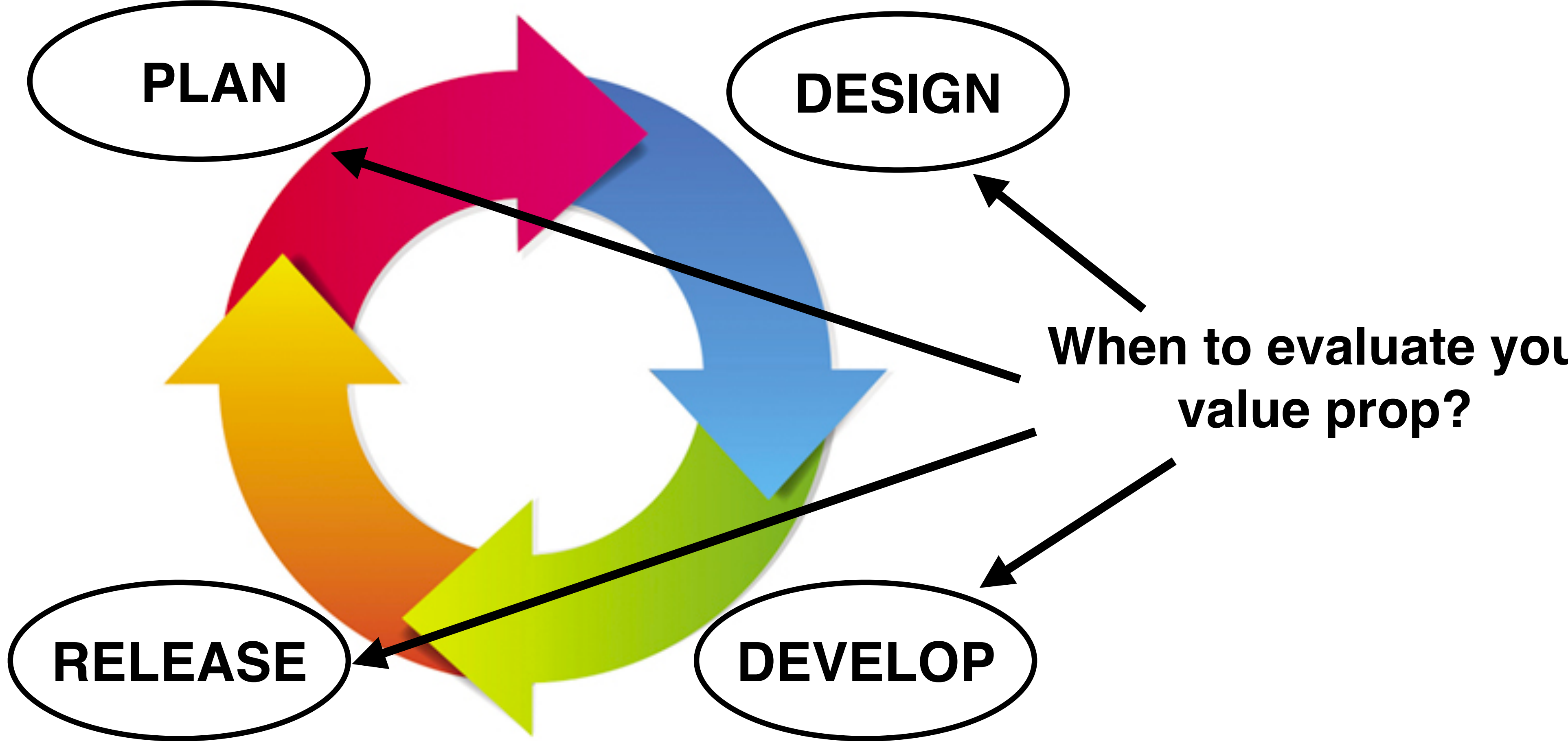
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WHAT NEEDS TO BE IN THE VALUE PROP?

- What is it?
- What market need does it solve for?
- How is it differentiated against competitors?
- **What it's not:** a tagline or marketing position, but those things should consider your value prop

AGILE PRODUCT MANAGEMENT 101



THE VALUE PROP GRID

Feature	Our product	Competitor 1	Competitor 2
Feature A	Y	Y	N
Feature B	High	Med	High
Feature C	5,000	4,000	6,000
Feature D	N	Y	Y

THE VALUE PROP GRID - UBER EXAMPLE AT LAUNCH

Feature	Uber	Taxi
Mobile app	Y	N
Location usage	Y	N
Cashless payment	Y	N
Price	Low	High

THE VALUE PROP GRID - UBER EXAMPLE TODAY

Feature	Uber	Lyft	Curb
Mobile app	Y	Y	Y
Location usage	Y	Y	Y
Cashless payment	Y	Y	Y
Tipping option	Y	Y	Y
Price	Low	Low	High
Market coverage	High	High	Med

THE VALUE PROP GRID - UBER EXAMPLE TODAY

Feature	Uber	Lyft	Curb
Mobile app	Y	Y	Y
GPS	Y	Y	Y
Cashless payment	Y	Y	Y
Tipping option	Y	Y	Y
Price	Low	Low	High
Market coverage	High	High	Med

POSITIONING EVOLUTION - UBER

"Uber started out as everyone's private driver. Today we aspire to make transportation as reliable as running water, everywhere and for everyone. Our new brand reflects that reality by working to celebrate the cities that Uber serves." - Travis Kalanick, former Uber CEO, 2016