**Workshop “Value Proposition Design”**

**CA’ FOSCARI – MAY 9, 2019**

**10.30 – 16.00**

# **Agenda**

**10:30** Welcomecoffee

**11:00 CAB Point presentation**

*Laura Corletto & Matteo Grisbergh, Project managers CAB – Ca’ Foscari*

**11:10Inspirations, Best Practices and Failures about Value Propositions**

*Alessio Cuccu, Materials Engineer & Kind Innovator*

A journey through famous cases and direct experiences in order to learn how to reduce wasted time in favour of value creation, identifying what customers and the whole society look for and desire.

**13:00**  Networking lunch break

**14:00**  **Tools to Design, Develop and Refine the Value Proposition**

*Alessio Cuccu, Materials Engineer & Kind Innovator*

*A focus on some very useful tools to develop a Value Proposition which could fit the customer profile, distinguish from competitors’ offer and be cyclically tested, measured and improved.*

**16:00**  Conclusion