



Melbourne
Entrepreneurial
Centre

Creating value: How to build things people love

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For the Professional Staff Conference
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13 September 2023



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The Melbourne Entrepreneurial Centre



Melbourne
Entrepreneurial
Centre



Staff, students &
alumni



Research staff
& students



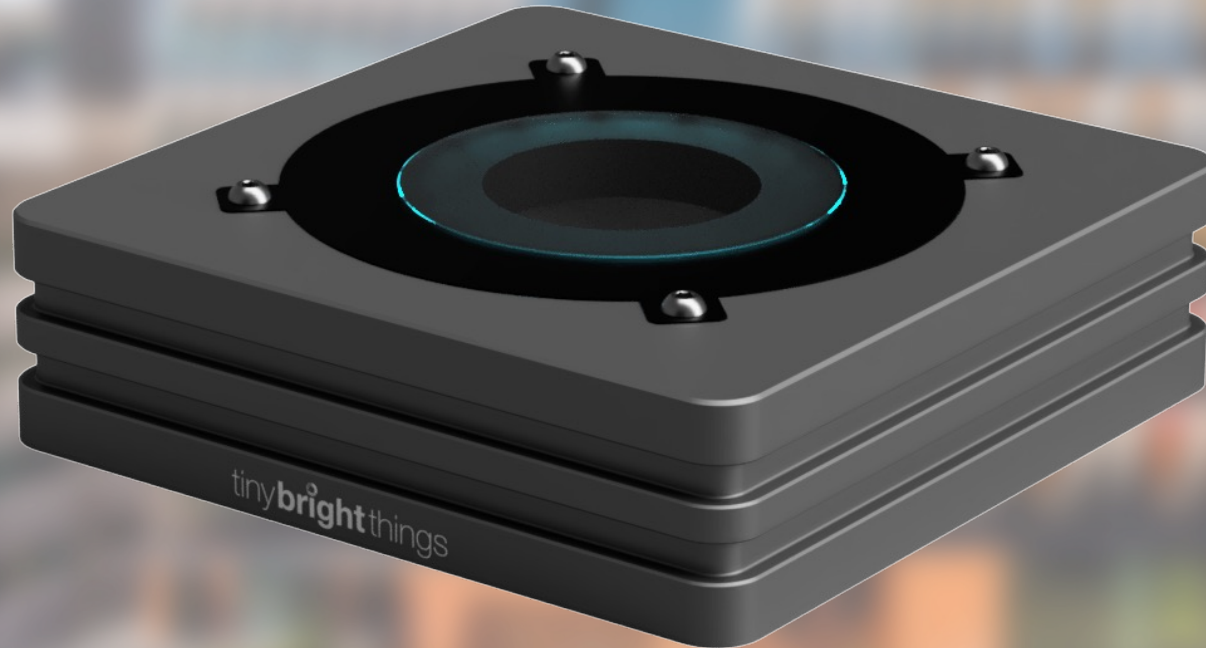
Staff, students &
alumni



Clinicians

MAP 2018
\$20M IPO





Founded 2020
**2022: \$1.5M Seed Round w/
Uniseed and University of
Melbourne**



hp

SpinalLog v2

L2

L5

F

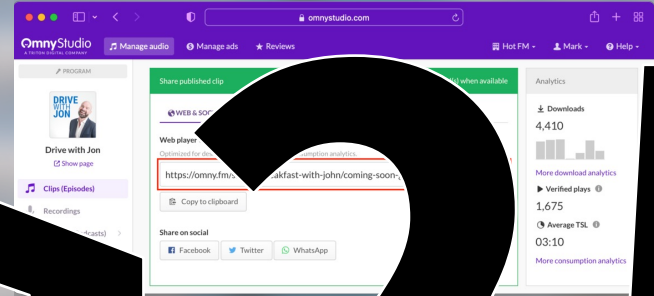


Omny Studio



PHORIA

4EE: Fourth Element Energy



Transscale Bioengineering



250



Beautiful, sustainable curved concrete with no waste



Umps Health

Curvecrete



3D Whiteboard



A blurred background image of a cityscape with several tall buildings under a clear blue sky. The buildings are out of focus, showing various colors like blue, grey, and orange.

Who is your customer?

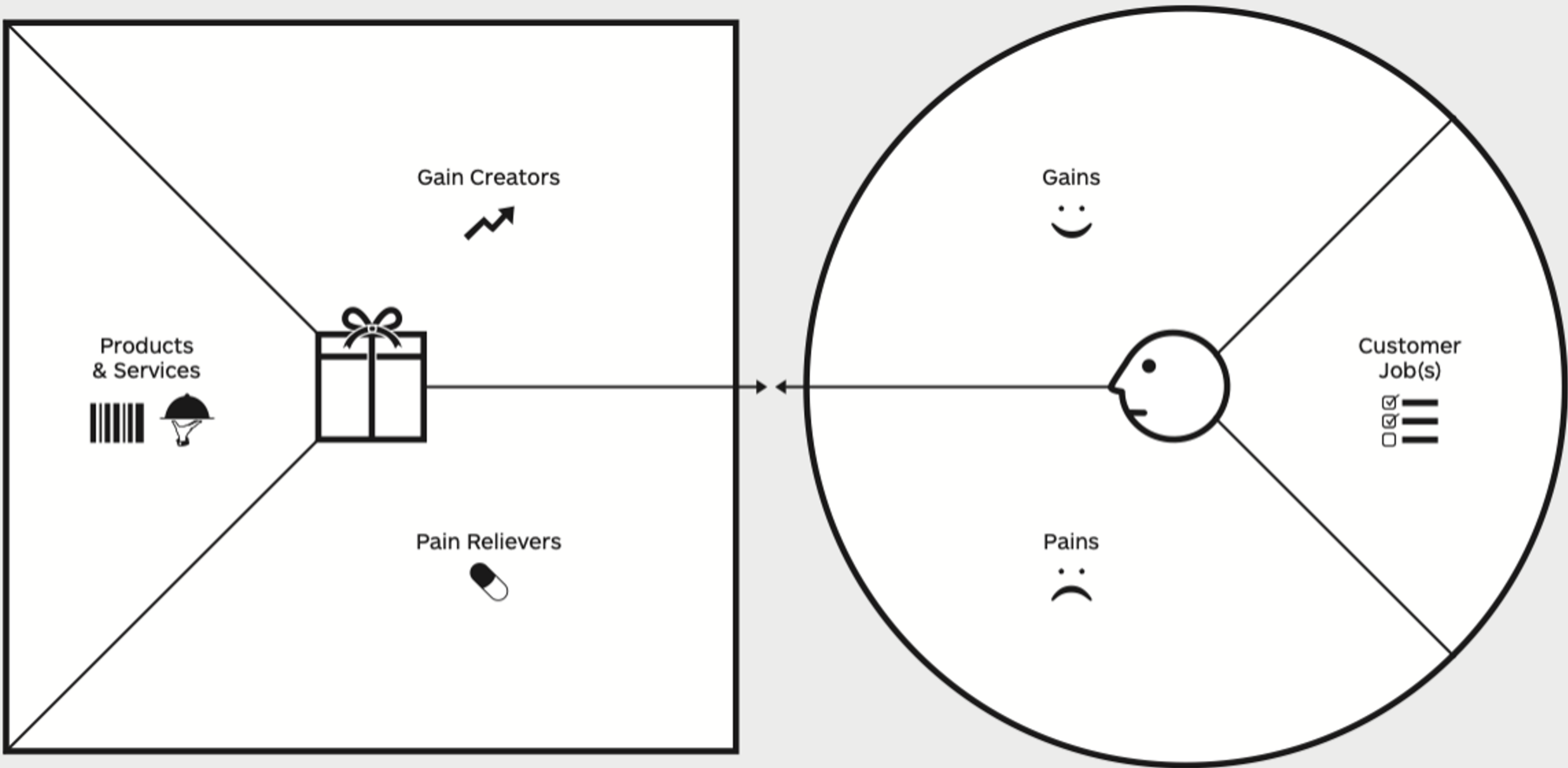
What value do you create for them?

What Job is your customer really trying to do?



Clayton Christensen





Value Proposition Canvas



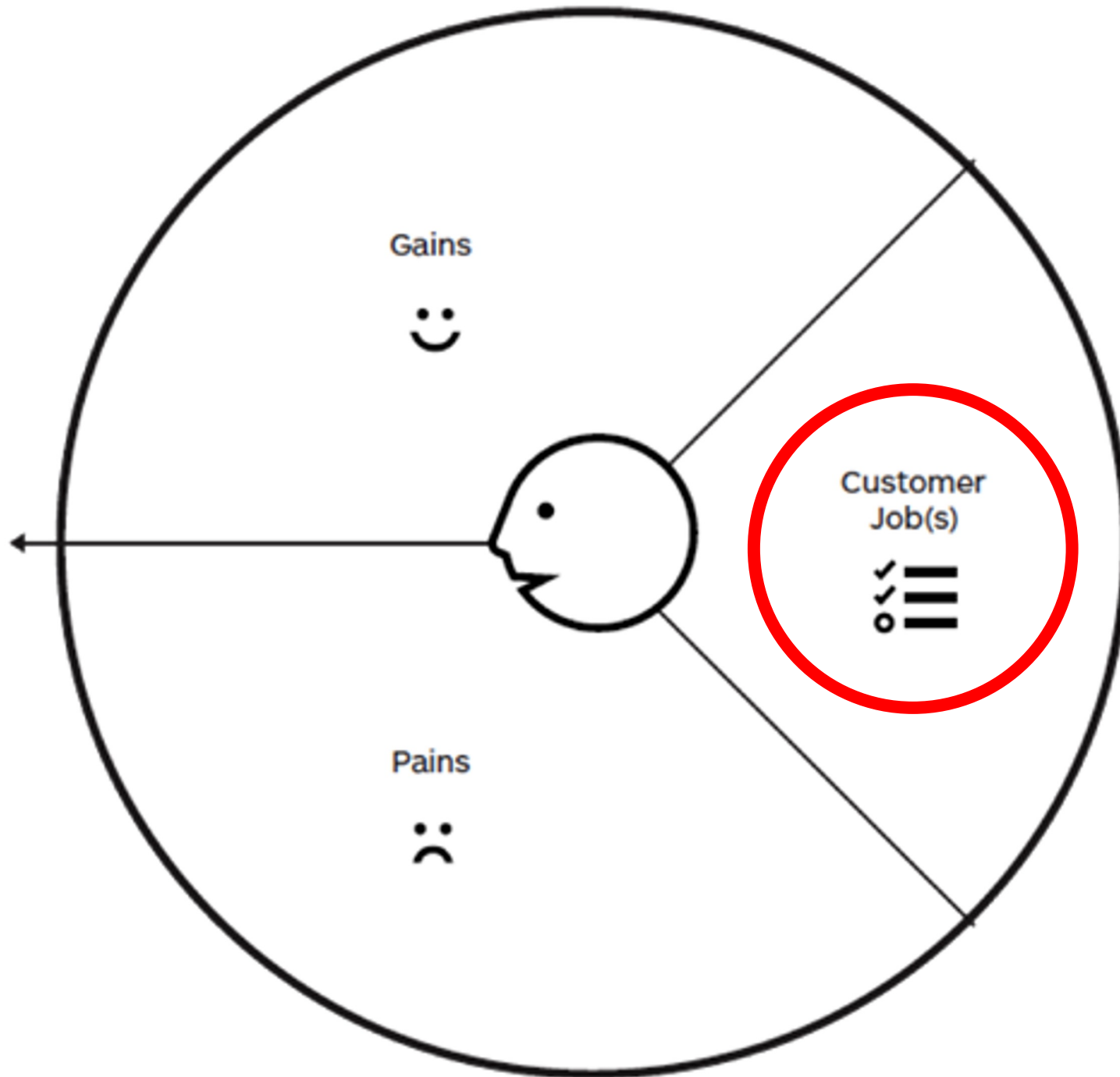
I'd like to buy a car

What's the best car I can buy?



Rory's Car Jobs

- **Drive 4-5 people**
- **Run around in the city**
- **Occasional rural trips**
- **Transport a bunch of stuff**



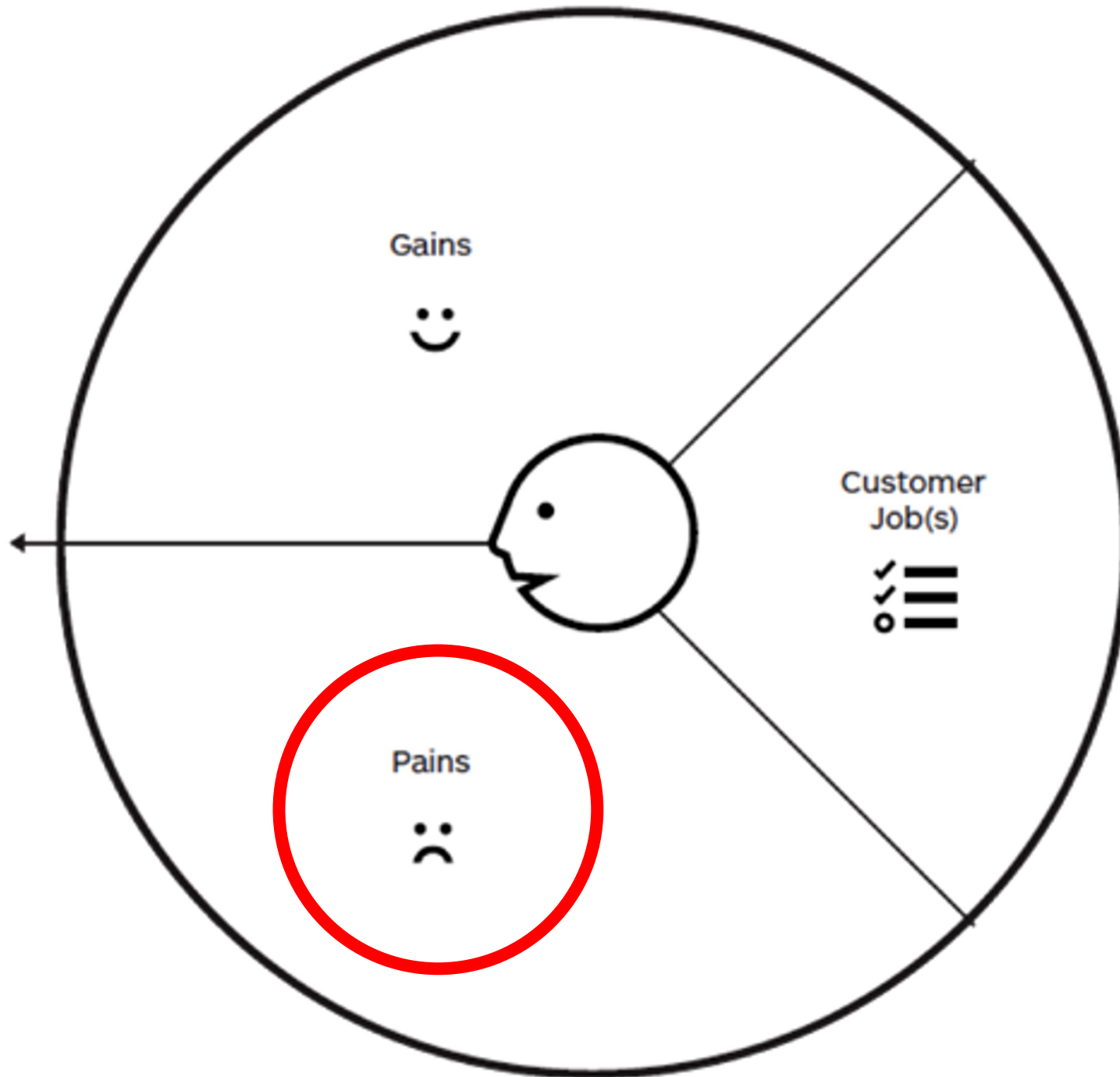
- Drive 4-5 people
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Jobs to be done

- **What is your customer really trying to achieve? What's the problem they need to solve?**
- **“Yes, but why?”**
- **A Job is solution agnostic – “vanishing options” test**
- **Not how they want to do it, but what they need to do**



5 min



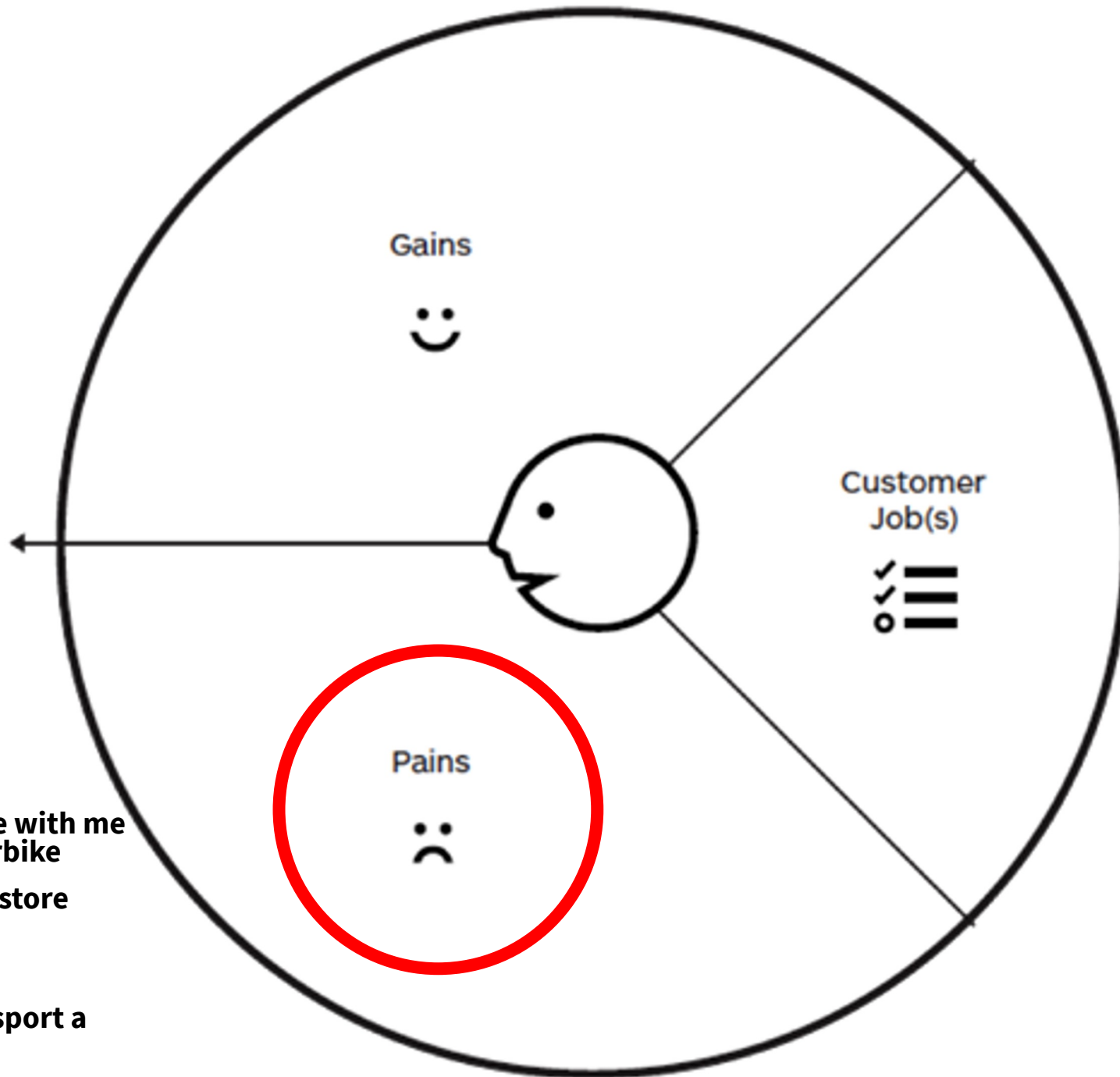
- Drive 4-5 people
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Pains

- **What annoys your customer? What frustrates them?**
- **What prevents them from doing what they need to do?**
- **What are the blockers they want to bypass?**
- **What are the emotional impacts/pains they're facing?**

Rory's Car Pains

- Drive 4-5 people **comfortably**
- Run around in the city **and be able to park easily**
- Occasional rural trips **without blowing \$\$\$ on fuel**
- **Easily** transport a bunch of stuff **that can be messy**
- **Can't help my mum get places**
 - Can't take people with me easily on a motorbike; can't help people I care about
 - Limited space to store vehicles; parking is a hassle
 - Cost of petrol
 - Can't easily transport a bunch of stuff



Gains



Customer
Job(s)



Pains



- Drive 4-5 people
- Run around in the city
- Occasional rural trips
- Transport a bunch of stuff

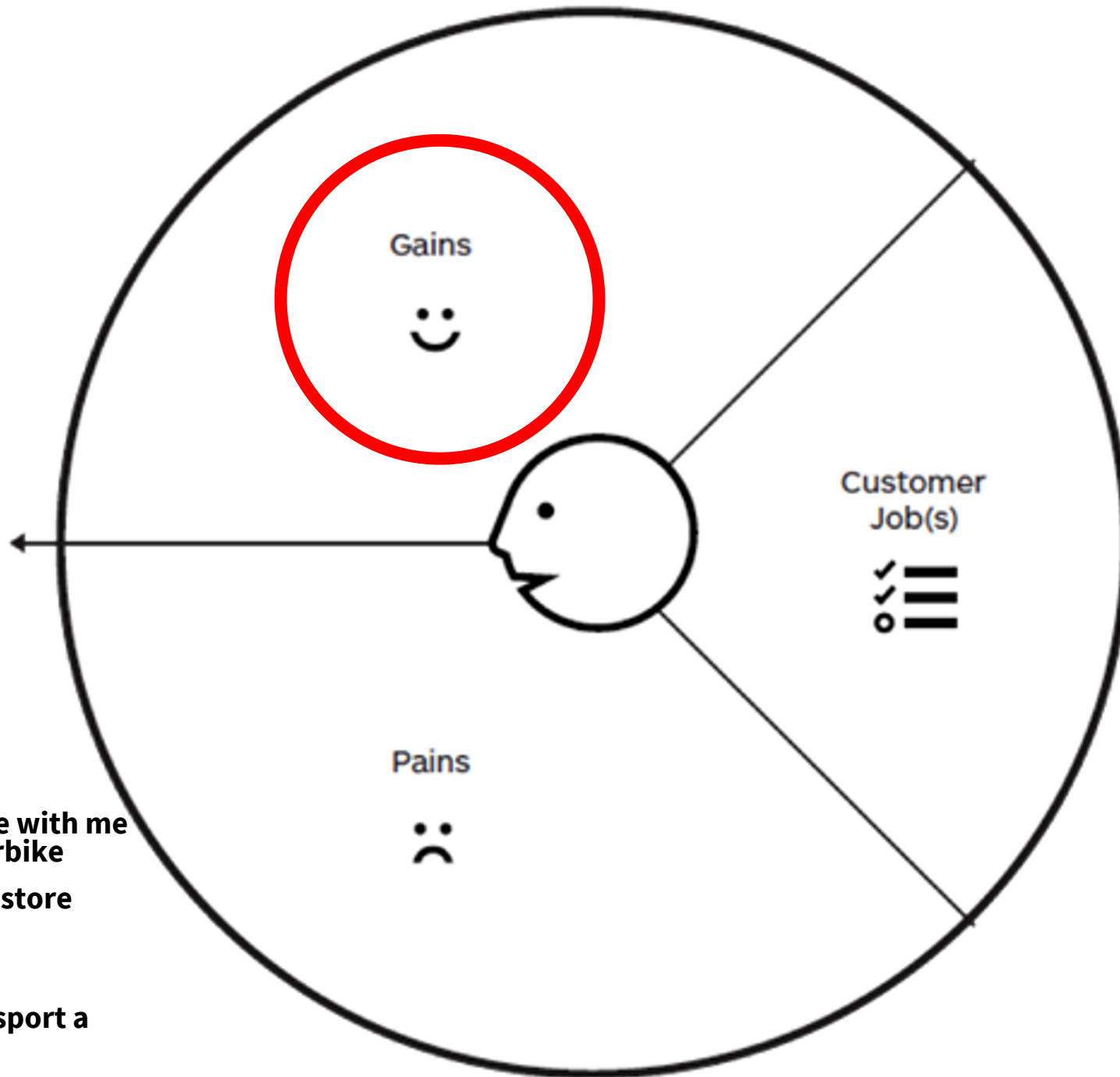
- Can't take people with me easily on a motorbike
- Limited space to store vehicles
- Cost of petrol
- Can't easily transport a bunch of stuff

Pains

- **What annoys your customer? What frustrates them?**
- **What prevents them from doing what they need to do?**
- **What are the blockers they want to bypass?**
- **Not just physical – what emotional impact/barrier is there?**



5 min



- Drive 4-5 people
- Run around in the city
- Occasional rural trips
- Transport a bunch of stuff

- Can't take people with me easily on a motorbike
- Limited space to store vehicles
- Cost of petrol
- Can't easily transport a bunch of stuff

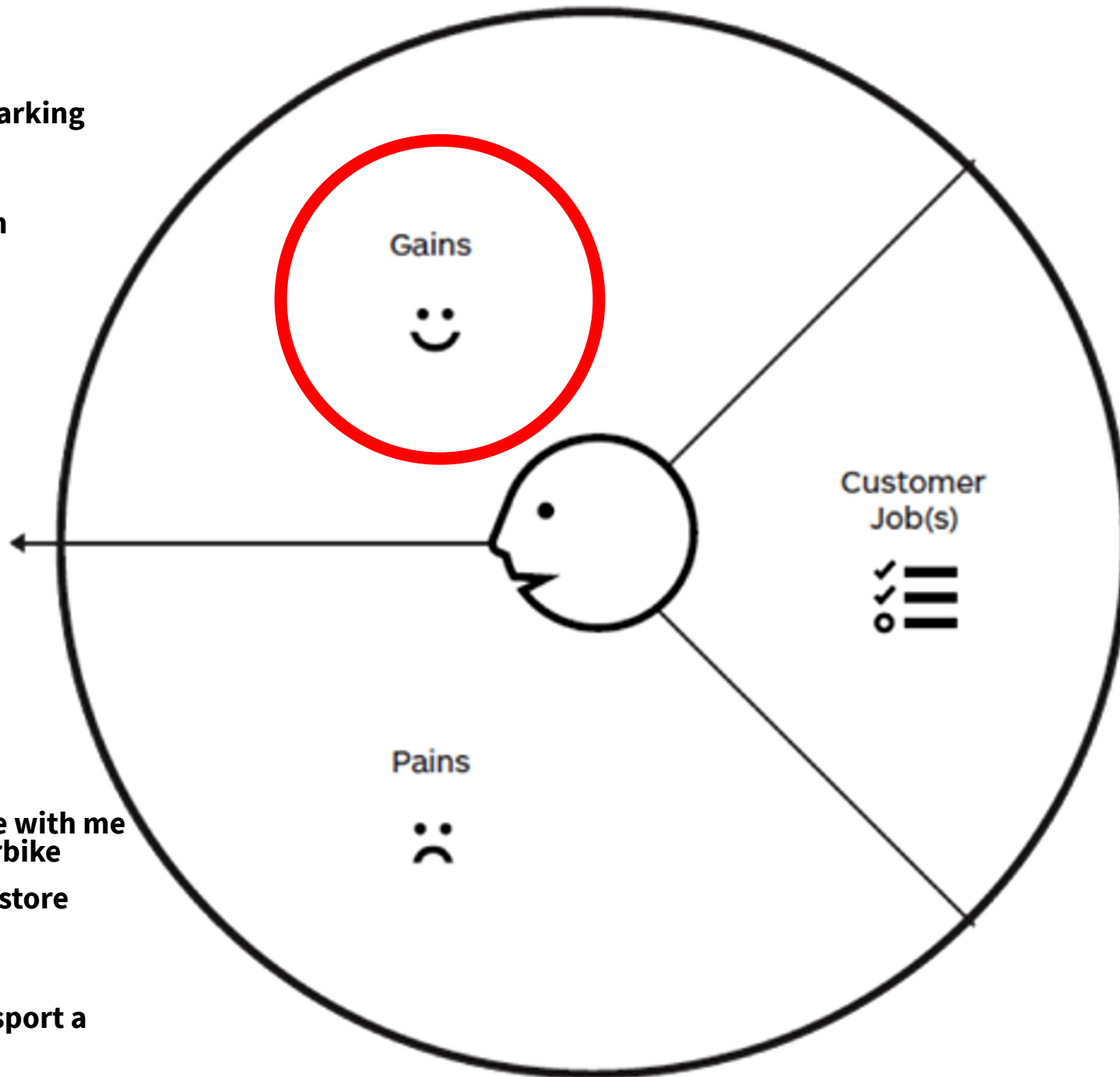
Gains

- **What are the ‘nice to have’ features?**
- **What’s the cherry on top?**
- **Note: not just the opposite of pains!**

Rory's Car Gains

- **Drive 4-5 people comfortably**
 - **Nice and quiet would be great!**
- **Run around in the city and be able to park easily**
 - **Automatic parking!**
- **Occasional rural trips without blowing \$\$\$ on fuel**
 - **Electric would be nice!**
- **Easily transport a bunch of stuff that can be messy**
 - **So, easy to clean would be great!**

- Quiet
- Automatic parking
- Electric
- Easy to clean



- Drive 4-5 people
- Run around in the city
- Occasional rural trips
- Transport a bunch of stuff

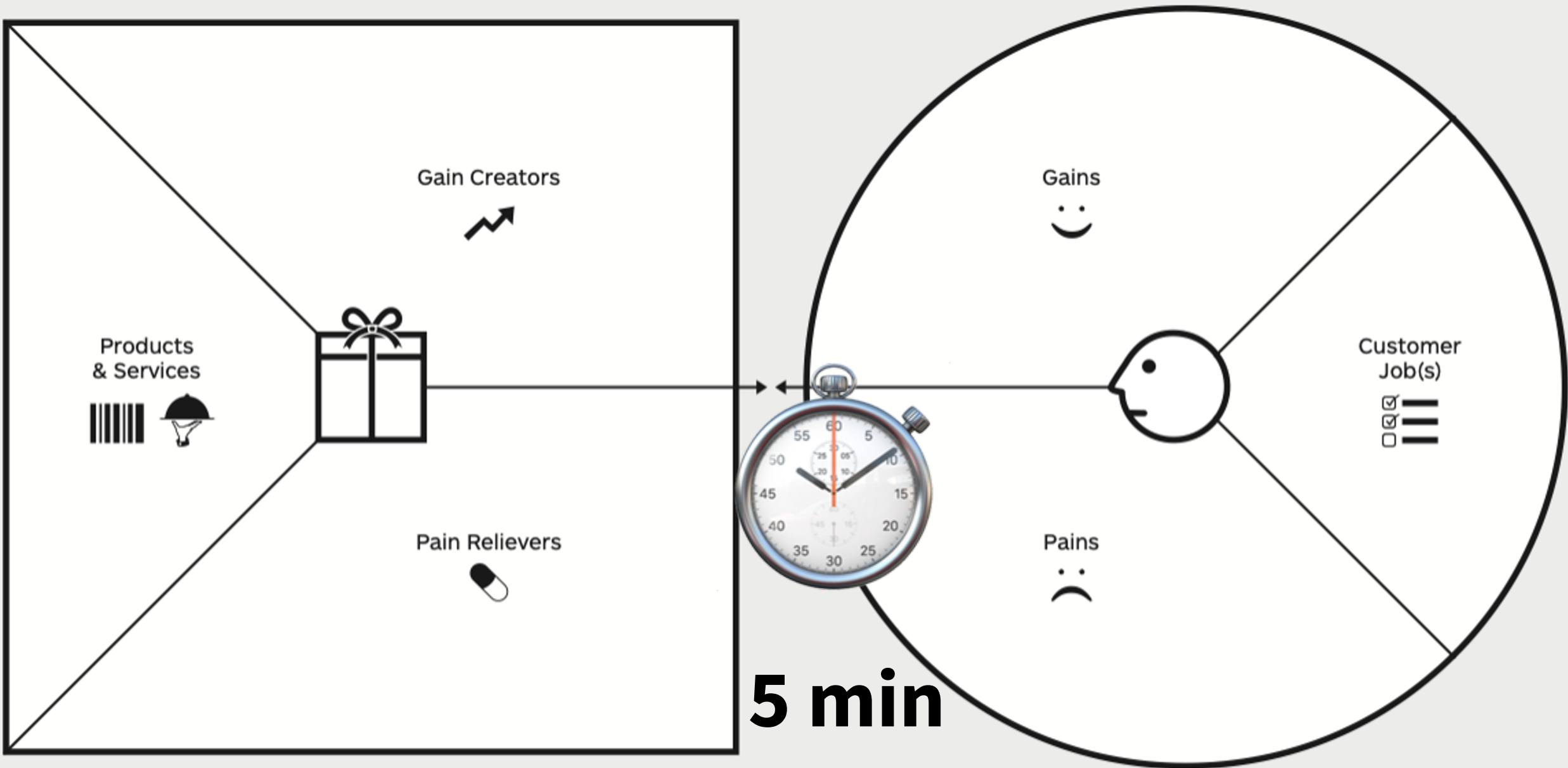
- Can't take people with me easily on a motorbike
- Limited space to store vehicles
- Cost of petrol
- Can't easily transport a bunch of stuff

Gains

- **What are the ‘nice to have’ features?**
- **What’s the cherry on top?**
- **What are the things that make your customer go “ooh!”**



5 min



Problem-solution fit



A blurred background image of a cityscape with several tall buildings under a clear blue sky. The buildings are out of focus, showing various colors like blue, orange, and grey.

To create value:

**Understand your
customer!**

Where to from here?

- **More Frameworks:**
 - **Strategyzer – Value Proposition Canvas; Business Model Canvas;**
 - **Eric Ries – The Lean Startup**
 - **Chip & Dan Heath – Switch: How to change things when change is hard**
- **Staff/Student/Alumni startups – come speak to MAP!**
- **Academics/Researchers – come speak to TRAM!**
- **EdTech ideas – come speak to InnovatEd!**

Thank you for coming!

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