

# JETPACK

STAGE 1



BUSINESS  
IDENTIFICATION



# TABLE OF CONTENTS

|                            |    |
|----------------------------|----|
| INTRODUCTION               | 04 |
| PROCESS                    | 05 |
| CUSTOMER VALUE PROPOSITION | 06 |
| BUSINESS MODEL CANVAS      | 08 |
| MISSION & VISION STATEMENT | 12 |
| NEXT STEPS                 | 14 |
| RESOURCES                  | 15 |
| ABOUT THE AUTHOR           | 16 |

# INTRODUCTION

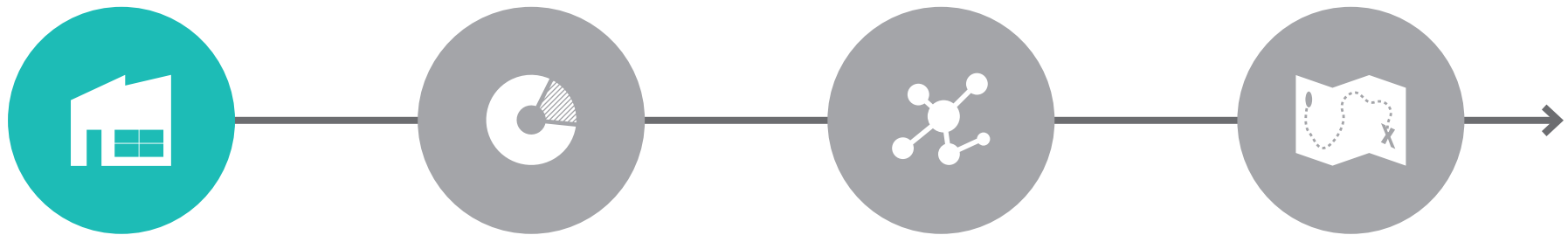
Each workshop within this series is intended to build and develop upon each other, acting as pieces of a whole. This first workshop provides you with the foundation for understanding how your business or organization delivers value to your customers and the business model that allows that to happen. Throughout this process you will achieve the following goals:

- Better understanding of your business's value
- The model for your business's operations
- How the customer value proposition forms into a mission statement
- How a vision statement acts as your guiding light

The objective of this workbook is to provide you with a written resource that works along side the workshop session. Each of the four stages provide a workbook tailored to the goals and method of the event. It is your objective to write and store your data from the workshop within the workbook provided. As you take part in each of the following workshops you will have a compiled resource book that is geared toward understanding your business or organization's soft assets.

# PROCESS

JETPACK® is a four-stage toolkit for identifying and developing the soft assets of your venture. Each stage is designed and organized to build upon one another while providing you with a process and series of tools to better understand your venture's business model, brand, and development needs. As you move through the stages, JETPACK® will provide you the capability and empowerment for starting your venture be it a new business or non-profit organization.



## BUSINESS IDENTIFICATION

Understanding how the opportunity is delivering value to its future customer within a business context.

## MARKET IDENTIFICATION

Identifying the assets in a community, global, or market landscape that have an influence on your concept.

## BRAND IDENTIFICATION

Capturing the elements that surround the opportunity to cultivate and develop and authentic brand and story.

## GOAL IDENTIFICATION

Building the foundation and ability to assess, identify, and move forward with the future opportunity.

# CUSTOMER VALUE PROPOSITION

The Customer Value Proposition (CVP) is a brief statement that builds a focused description of the value that the business delivers for the customer. The reason for its structure is to help the entrepreneur ensure that they have expressed how value is defined from the customer's standpoint. This is a particularly useful and compelling if the offering is similar to many others in the marketplace, as it helps the entrepreneur focus on the necessities of standing out.

To help illustrate this, an example might be opening a coffee shop in an already developed market. How and why would that coffee shop be a success? Is it about location, a particular thing that the service does, or how it accomplishes that thing? This kind of question must be answered within the customer value proposition, and because of the format the CVP provides, it can help spot generic answers or weak reasoning. It forces the organization and the audience to imagine and test their core focus and all other aspects of the customer value proposition. With this, it verbally tests their ideas with themselves and others and provides a blueprint by which operational features or other strategic planning can be questioned, detailed, and built upon.

Here is the basic structure of a Value Proposition:

For (The Target Customer)

Who (Statement of the Need or Opportunity)

Our (Product/Service Name)

That (Statement of Benefit)

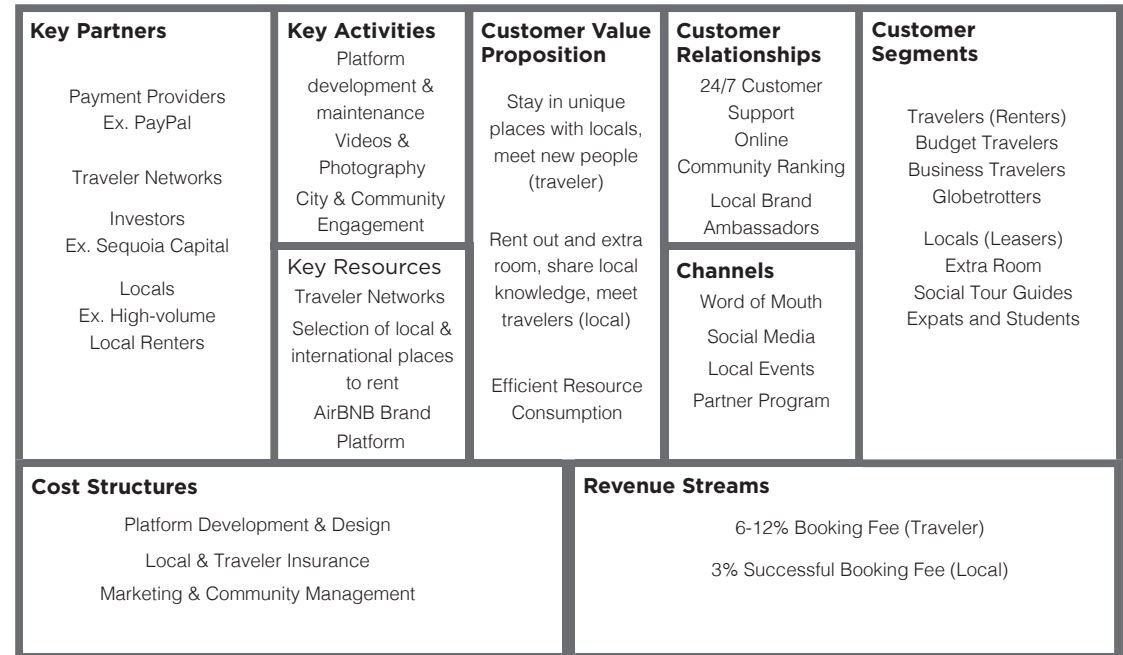
Here is an example of a Value Proposition for the food co-op Green Food Garden:

The Green Food Garden is for local citizens and their neighborhoods, as well as, local business, government and community organizations that are seeking to better connect farm-to-table urban gardens with local businesses while providing training and resources. The Green Food Garden leverages local partnerships and community resources for educational and workforce development training to empower the use of urban farming within Savannah. This is done through a membership based initiative, training programs, incentives based neighborhood competition, and farm-to-table retail with local businesses.



# BUSINESS MODEL CANVAS

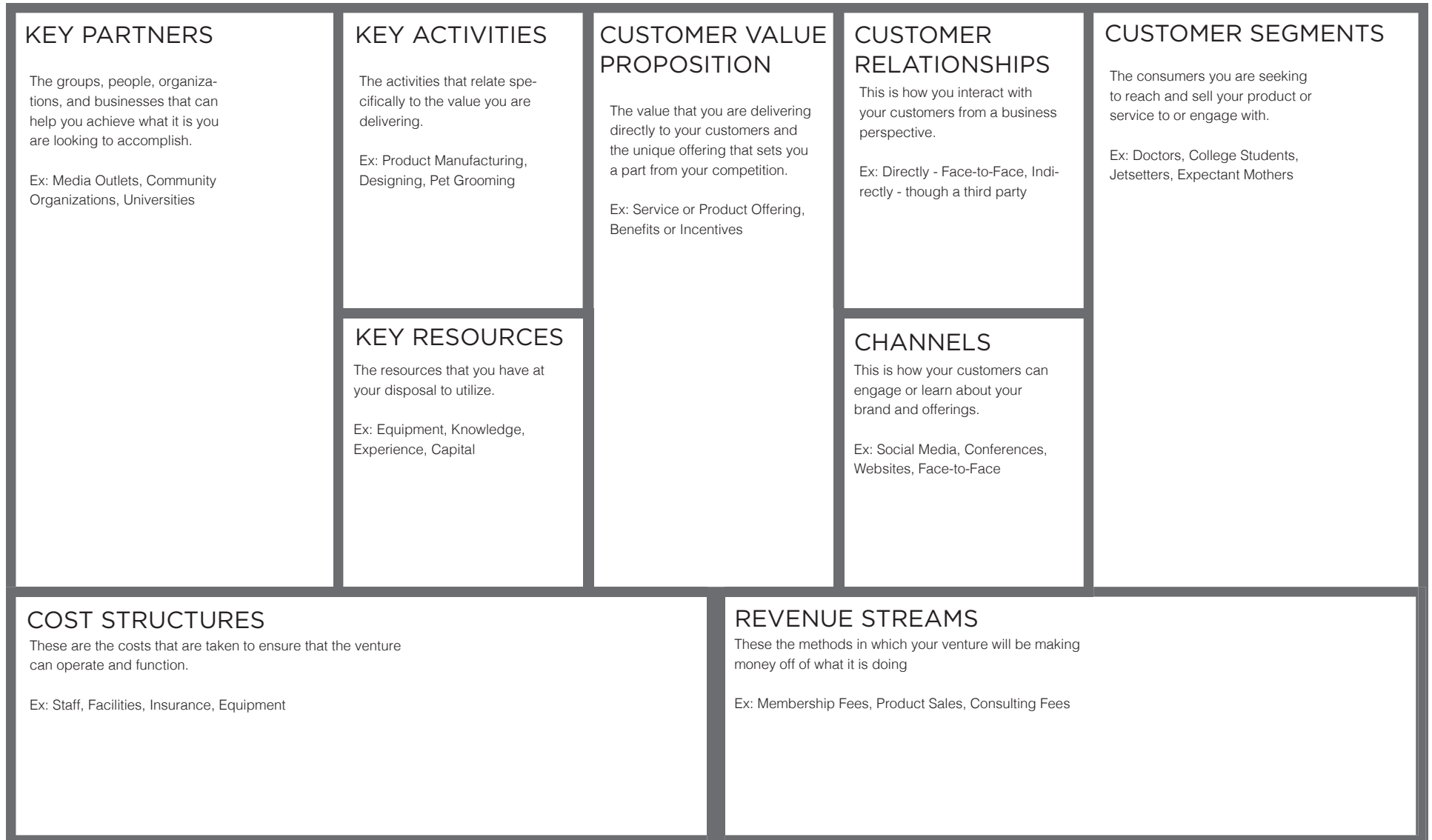
The Business Model Canvas (BMC) is a tool for visualizing and developing the entire business model. The canvas was developed by Alex Osterwald and his team in the book *Business Model Generation* and for more information we encourage to read the book. As a tool it is broken down into nine distinct blocks that are all interrelated and represent the core elements of how a business or organization functions. Like the other tools used in JETPACK® the BMC is valuable because it forces explicitness in planning, and because it helps ensure that these nine bases have been considered. The organization of the canvas is set up in a right and left half. All blocks on the right half represent external factors (outputs, customer focus, and relationships), while the left side focuses inward, concentrating on internal processes and concerns.



Example of a Service: AirBNB

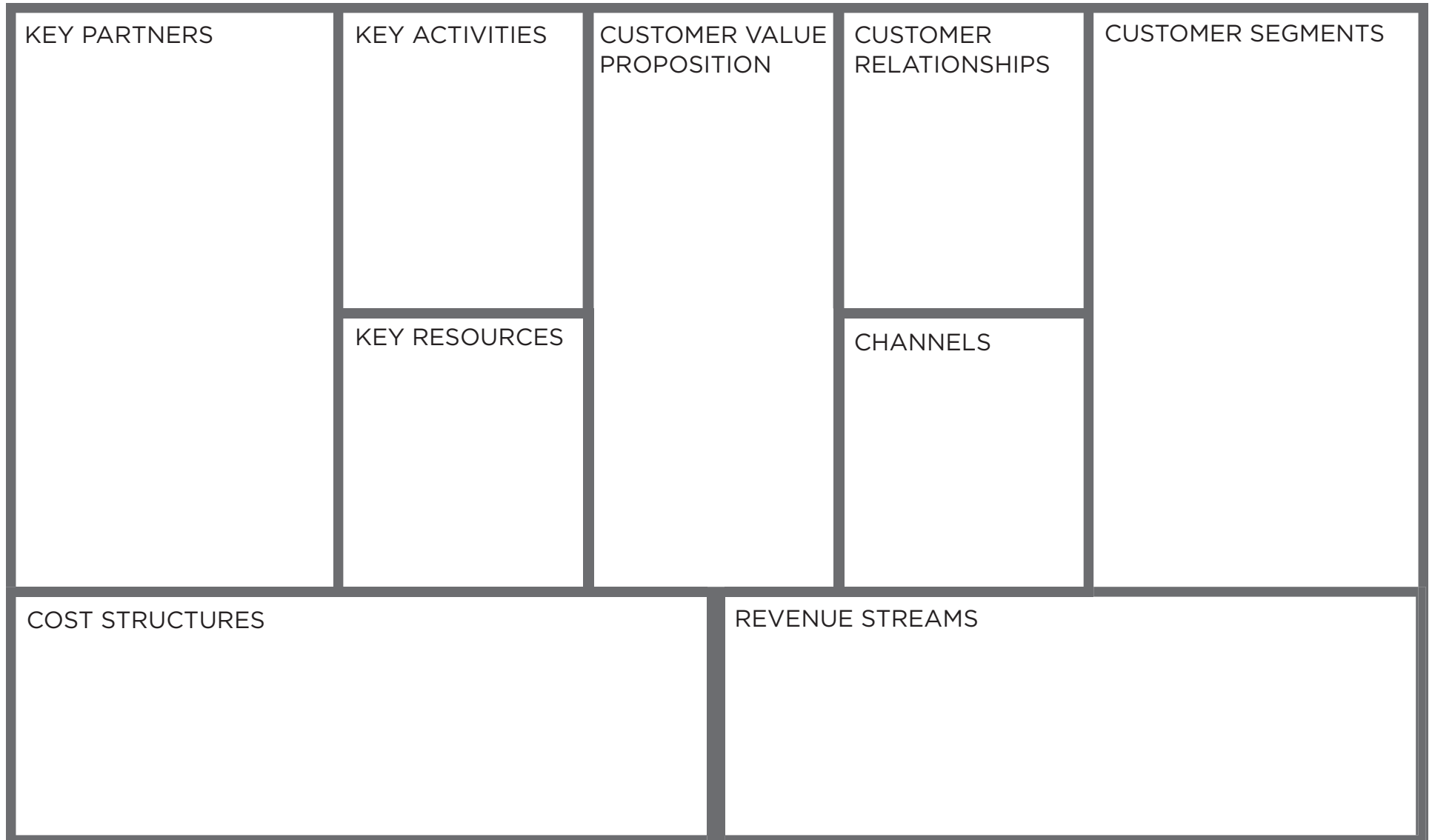


# BUSINESS MODEL CANVAS



Source: Business Model Generation

# BUSINESS MODEL CANVAS



Source: *Business Model Generation*



# MISSION & VISION STATEMENT

Mission and Vision Statements are useful frameworks that help the entrepreneur stay disciplined and focused on what gives their venture purpose and identity. The two statements often contain language about goals, values, morals, and describe specifically what the company is and wants to be, as opposed to what they are not. They can be thought of as guiding principles that the business can use to evaluate the decisions they have to make. A startup might use mission and vision statements to keep motivated or focused while referring back to them over time. They may also use the mission and vision to communicate the company's values and purpose to customers, investors, and other stakeholders; helping the business to quickly clarify what they do and how their values can influence future actions.

The mission and vision statements differ from the Customer Value Proposition in that they look to the customer for focus and are as much about the culture, values and purpose of the business as differentiation. Mission and vision statements keep the organization and other stakeholders focused not on the key operational feature, but on the business' purpose for being.

If you had to describe to a stranger what the business does on a daily basis, the mission statement comes the closest of any tool to accomplish that. The mission is typically a one to two sentence statement that can include:

- The goals of the business/organization externally in the world.
- A description or acknowledgment of the stakeholders that gain value from the organization.
- The core purpose of the organization in the world. This is different than the goals in that it can describe values and even morals of the organization or business.

A vision statement is the guiding light of what the organization or business is working toward and wants to achieve in the future. It can talk about how that is achieved via goals or imagining a future in which the venture can contribute to. Sometimes companies do not have vision statements and contain everything within the mission statement; however, separating out a vision statement is a useful tool, because it can ground the entrepreneur in a larger sense of purpose and keep them future minded when thinking about how they conduct their business on a daily basis.

# MISSION STATEMENT

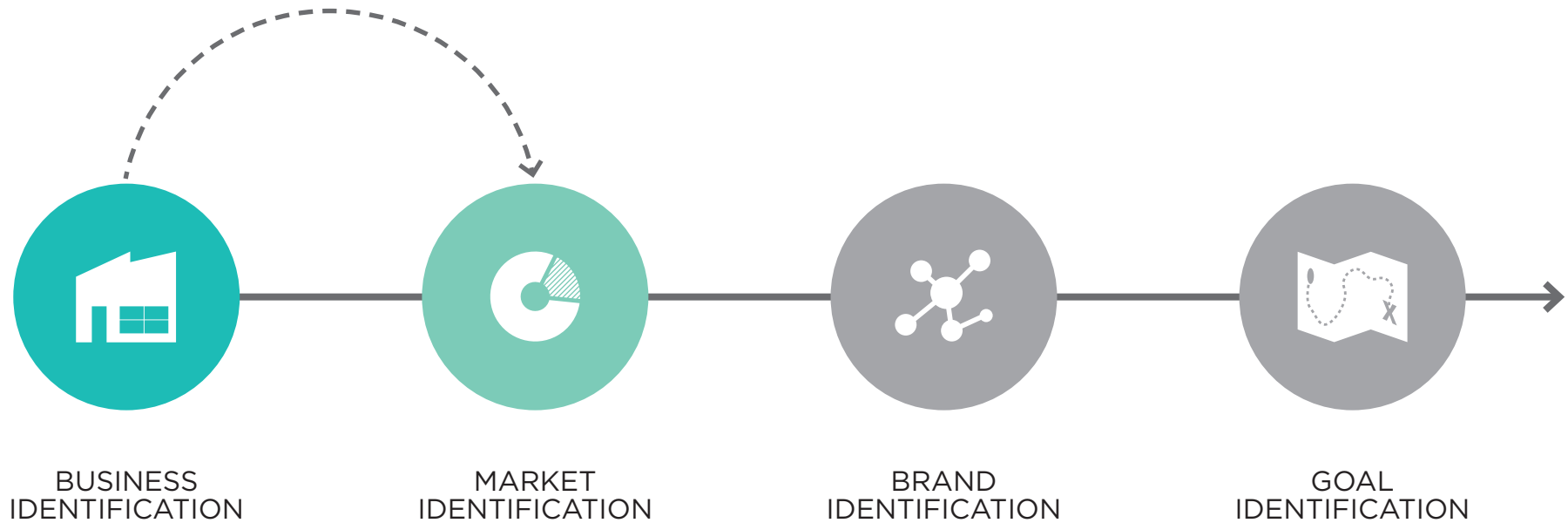
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# VISION STATEMENT

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# NEXT STEPS

Stage 2 Market Identification will take what you have discovered through your exercises in Stage 1 and guide you in finding more about your market and the needs of your venture. The Market Identification stage will provide you an understanding of your market while also examining your place within your community and the people and groups that can offer you aid along the way.



# RESOURCES

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# ABOUT THE AUTHOR

I am a designer, entrepreneur, and researcher who has a deep love for design, technology, and enabling better experiences for consumers. My background has been in strategic planning, brand development, CX, design research and management. Over the course of my career I've worked with startups, SMEs, nonprofits and Fortune 500s to build brands, products and services, and craft transformative strategies through deep consumer insights.

In 2013 I began co-creating JETPACK® for my MFA thesis work on how to leverage design as a methodology for entrepreneurship. This was done alongside the team at Volta Collaborative, Savannah College of Art and Design, and the entrepreneurial economy of Savannah. I believe that design is a critical necessity for any startup and as a process it should be leveraged early and often. By using design as a lens to approach challenges and identify opportunities we can better develop offerings and value propositions that deliver on customer needs and desires in unique and consumer-focused ways.

- Caleb Sexton, Founder/Designer



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