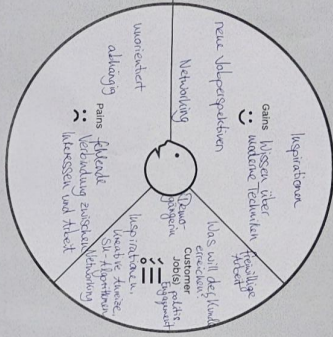
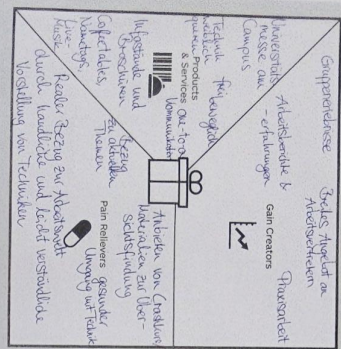


The Value Proposition Canvas

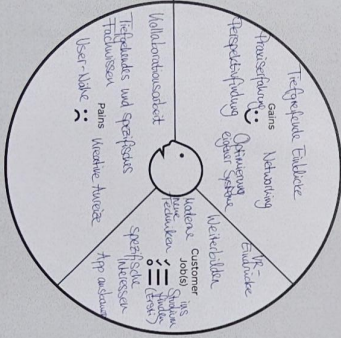
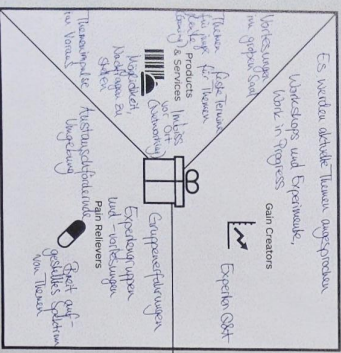
Pa Schütz



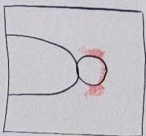
@Strategyer

The Value Proposition Canvas

Kennard Radloff



@Strategyer



Name: Pa Schütz

Personal Statement

Age: 15
Occupation: Student - High School
Goals: Self-improvement, Creativity
Level of Education: High School
Previous Knowledge: Social Media, Digital Marketing
Current Interests: Social Media, Digital Marketing

Digital Knowledge

- Current knowledge: Social Media, Digital Marketing, Office, Internet
- Usage: Social Media
- Personal interests in: Social Media, Digital Marketing
- Previous Knowledge: Social Media, Digital Marketing

Values / Frustrations

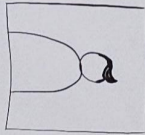
- Values: Social Media, Digital Marketing, Office, Internet
- Values of improvement: Social Media, Digital Marketing, Office, Internet
- Values regarding improvement of knowledge: Social Media, Digital Marketing, Office, Internet

Activities

- Interests: Social Media, Digital Marketing, Office, Internet
- Current occupation (personal work related): Social Media, Digital Marketing, Office, Internet
- Hobbies: Social Media, Digital Marketing, Office, Internet

Logo: Tu 83

Logo: Media Lab



Name: Kennard Radloff

Personal Statement

Age: 18
Occupation: Student - High School
Goals: Self-improvement, Creativity
Level of Education: High School
Previous Knowledge: Social Media, Digital Marketing
Current Interests: Social Media, Digital Marketing

Digital Knowledge

- Current knowledge: Social Media, Digital Marketing, Office, Internet
- Usage: Social Media
- Personal interests in: Social Media, Digital Marketing, Office, Internet
- Previous Knowledge: Social Media, Digital Marketing, Office, Internet

Values / Frustrations

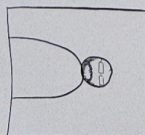
- Values: Social Media, Digital Marketing, Office, Internet
- Values of improvement: Social Media, Digital Marketing, Office, Internet
- Values regarding improvement of knowledge: Social Media, Digital Marketing, Office, Internet

Activities

- Interests: Social Media, Digital Marketing, Office, Internet
- Current occupation (personal work related): Social Media, Digital Marketing, Office, Internet
- Hobbies: Social Media, Digital Marketing, Office, Internet

Logo: Tu 83

Logo: Media Lab



Name: Christian Radloff

Personal Statement

Age: 18
Occupation: Student - High School
Goals: Self-improvement, Creativity
Level of Education: High School
Previous Knowledge: Social Media, Digital Marketing
Current Interests: Social Media, Digital Marketing

Digital Knowledge

- Current knowledge: Social Media, Digital Marketing, Office, Internet
- Usage: Social Media
- Personal interests in: Social Media, Digital Marketing, Office, Internet
- Previous Knowledge: Social Media, Digital Marketing, Office, Internet

Values / Frustrations

- Values: Social Media, Digital Marketing, Office, Internet
- Values of improvement: Social Media, Digital Marketing, Office, Internet
- Values regarding improvement of knowledge: Social Media, Digital Marketing, Office, Internet

Activities

- Interests: Social Media, Digital Marketing, Office, Internet
- Current occupation (personal work related): Social Media, Digital Marketing, Office, Internet
- Hobbies: Social Media, Digital Marketing, Office, Internet

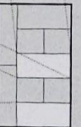
Logo: Tu 83

Logo: Media Lab

Die Schul des

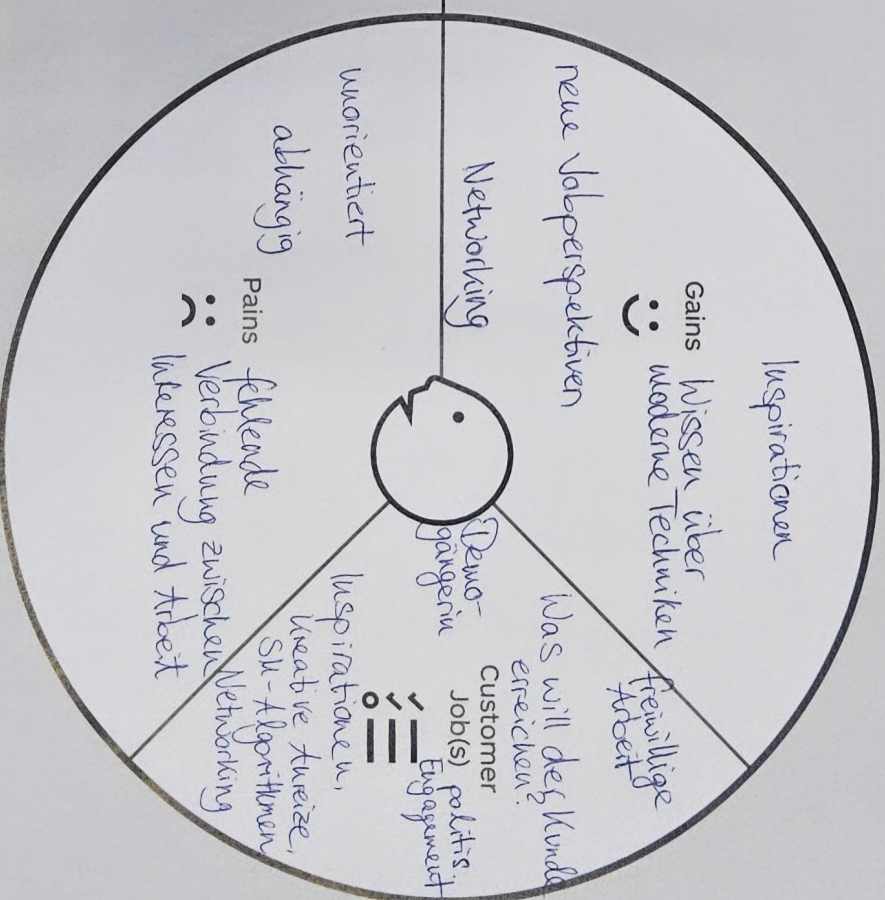
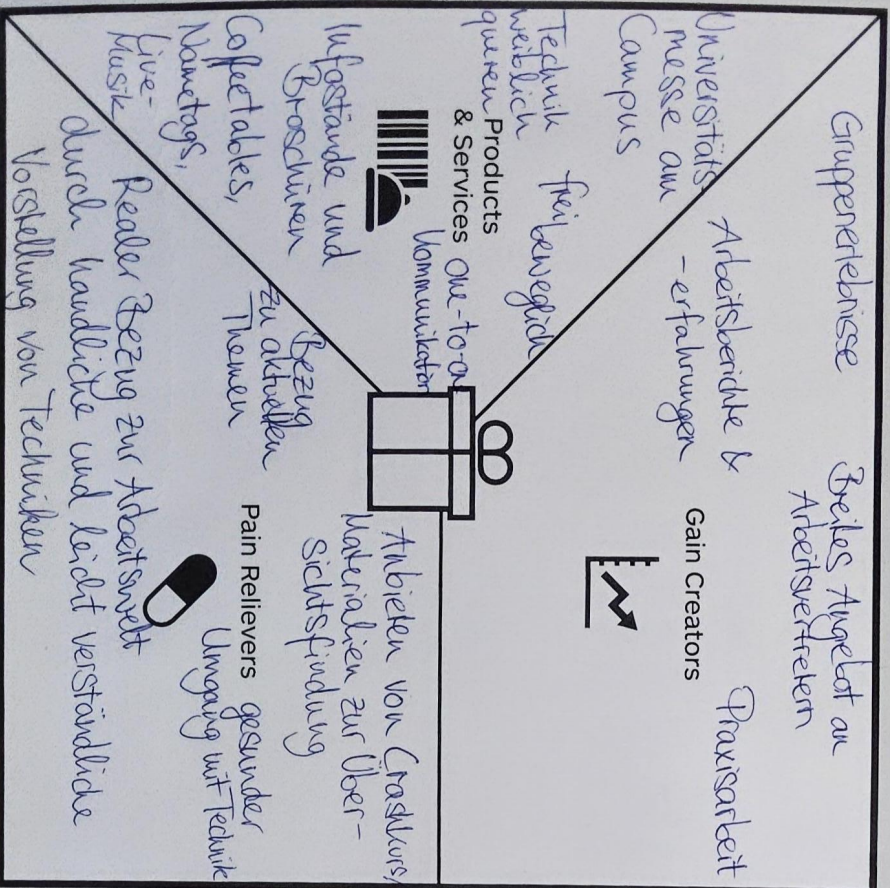
The Value Proposition Canvas

Pia Schulze



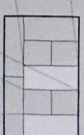
Value Proposition

Customer Segment



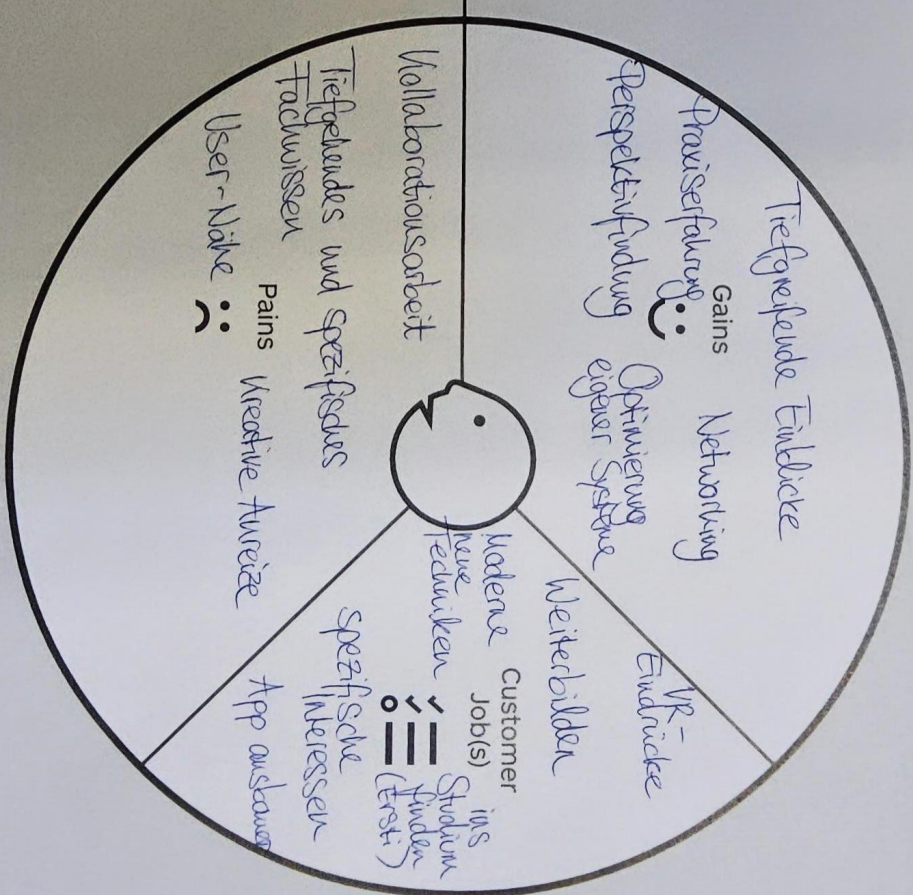
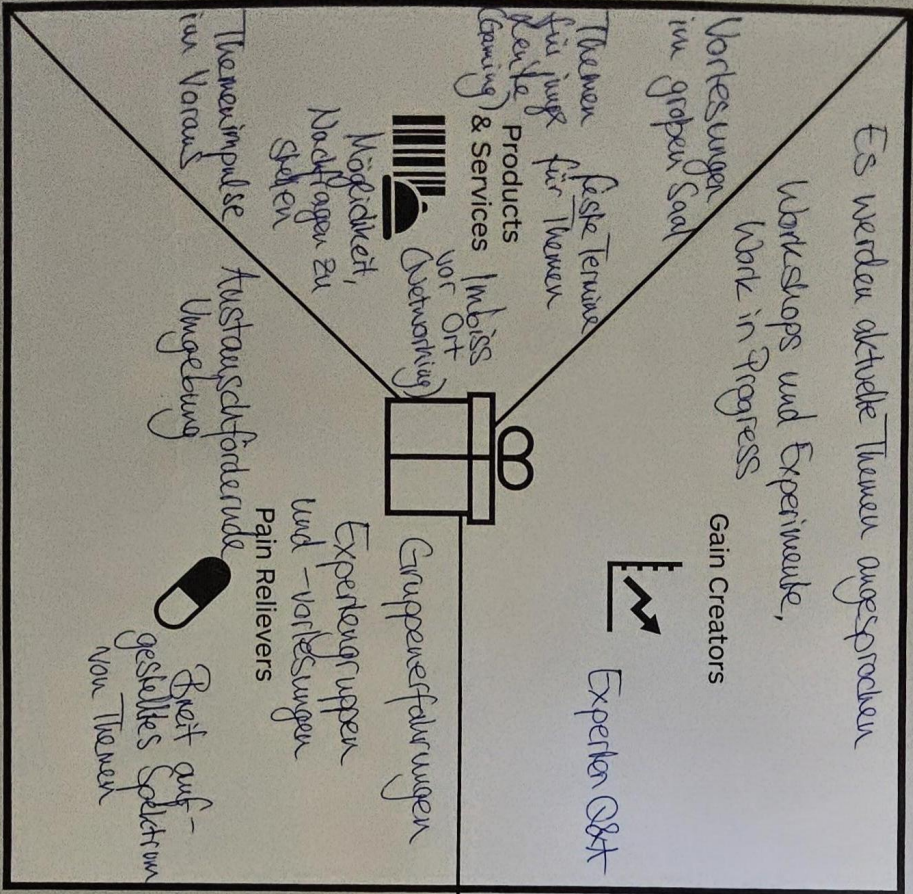
The Value Proposition Canvas

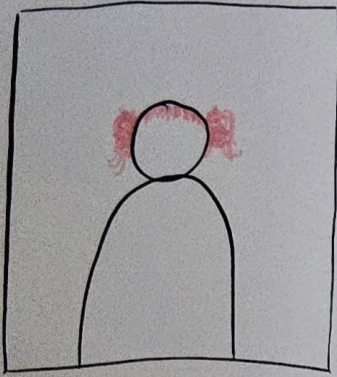
Leonard Reichelt



Value Proposition

Customer Segment





Name: Pia Schulze

Personal Statements:

Age: ~~24~~ 25
Occupation: Studentin - MeWi / Politikwissenschaftl. 2. Semester
Goals: Selbstfindung / Orientierung
Level of Education: Abitur
Previous Know-How: Social Media, Fotografie
Current Worktasks: Bachelor fertig machen, Volunteering

Digital Knowledge:

- current knowledge: Social Media Erfahrung, Office, Kamera
- Usage privat
- Personal Interests in: Social Media Algorithmen
- Previous Know-How: Smartphone

Wishes / Frustrations:

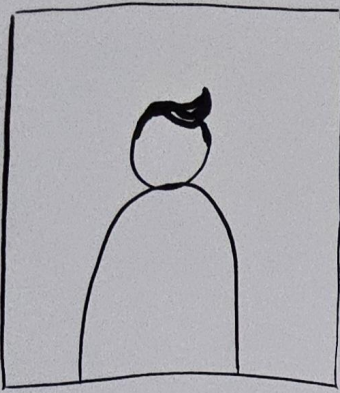
- Weaknesses: weiß noch nicht was sie mit ihrem Abschluss machen soll, unentschlossen
Social Media abhängig
- Wishes of Improvement: produktiver werden, für was gutes arbeiten, Welt verändern
in Interesse der Allgemeinheit handeln, ihre Eltern stolz machen
- Wishes regarding Improvement of knowledge: skills lernen mit denen sie ihre
Wünsche/Träume erfüllen kann

Activities:

- Interests: Politik, Umwelt, Weltfrieden, Fotografieren, Veganismus
- current occupations (private & work related): Studentin
freiwillige Arbeit (Tierheim/Demos)
- Hobbies: Bouldern, Häkeln, Yoga, Joggen

Logo TU BS

Logo
Media Lab



Name: Leonard Reichelt

Personal Statements:

Age: 18

Occupation: Student IST/Wirtschaftsinformatik 1. Semester

Goals: eigene Firma aufbauen, mit 21 1. Holding

Level of Education: Abitur

Previous Know-How: Crypto Currency, Trading, Programmiersprache, ETF's

Current Worktasks: App entwickeln Datenarbeiter

Digital Knowledge:

- current knowledge: Programmiersprache, Windows, Linux, iOS, Python, C++, Java
- Usage privat und commercial
- Personal Interests in: ~~sehr~~ neue Techniken, neue Entwicklungen, Digitale Entwickler
- Previous Know-How: alles über Apps/Digitale Medien/Programmieren

Wishes / Frustrations:

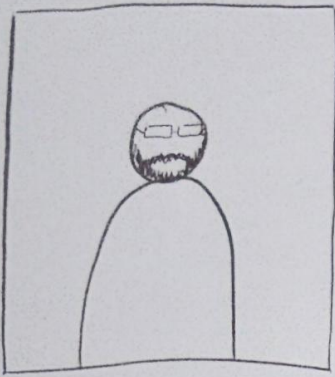
- Weaknesses: social interaction, übermotiviert
- Wishes of Improvement: Ziele fertig stellen
↳ was vorzeigen können
- Wishes regarding Improvement of knowledge: to know all!
Führungsqualitäten

Activities:

- Interests: Computergames Selbstständigkeit
Crypto was eigenes aufbauen
- current occupations (private & work related): Programmierer für Apps
Entrepreneur
Student
- Hobbies: Technik Messen
Games.com

Logo TU BS

Logo
Media Lab



Name: Christian Becker

Personal Statements:

Age: 41

Occupation: Zimmermann

Goals: Familie und Job

Level of Education: Ausbildung

Previous Know-How: Selbst

Current Worktasks: Job

Digital Knowledge:

- current knowledge: weiß wie man PC anmacht, Mail's lesen, Smartphone bedienen
- Usage privat
- Personal Interests in: 3D Druck, Drohnen
- Previous Know-How: nicht existent

Wishes / Frustrations:

- Weaknesses: Überforderung mit komplexen Techniken, nicht sehr sportlich, Grobmotoriker
- Wishes of Improvement: will dazu besser → mehr Wissen über seine Interessen
will mehr können
- Wishes regarding Improvement of knowledge: wie funktioniert 3D Druck?
wie kann ich noch Drohne fliegen?

Activities:

- Interests: Radfahren, Zeit mit Familie, Motorräder
- current occupations (private & work related): Zimmermann
Tischtennis spielen
freiwillige Feuerwehr
- Hobbies: Weiterbilden in Technik
Motorrad fahren etc.

Logo TU BS

Logo
Media Lab