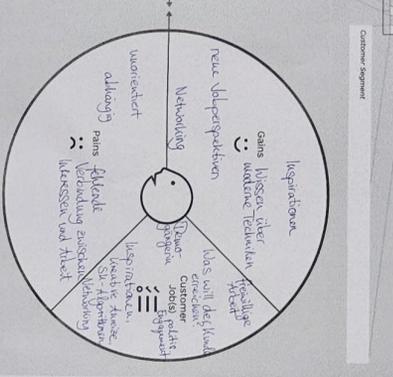
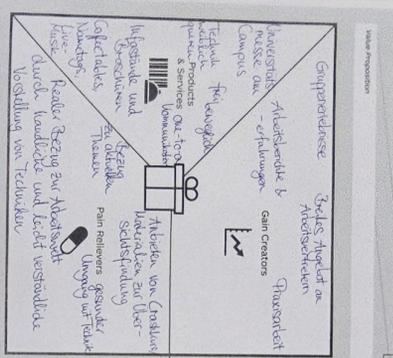
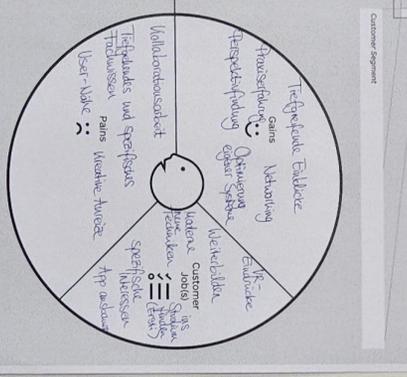
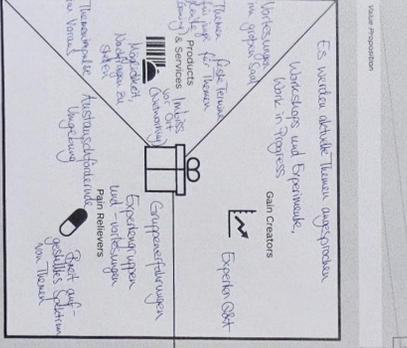


# The Value Proposition Canvas



# The Value Proposition Canvas



**Name:** Pa Schilze

**Personal Statement:**

Age: 15  
 Occupation: Studentin - HAW / RWTH Aachen  
 Goals: Self-employment / Entrepreneurship  
 Level of Education: Bachelor  
 Previous know-how: Social Media, Instagram  
 Current Challenges: Gender, PhD work, job hunting

**Digital Knowledge:**

- Usage: private
- Personal interests in: Social Media, Instagram
- Previous know-how: Social Media

**Wishes / Frustrations:**

- Wishes of improvement: social media content, self-employment
- Wishes regarding improvement of knowledge: self-employment, digital marketing

**Activities:**

- Interests: Right World, LinkedIn, Facebook, Instagram

**Current occupational/professional context (related):** Studentin

**Hobbies:** Gaming, Reading, Yoga, Fitness

Log: Tu 83  
 Media 146

**Name:** Kernard Radloff

**Personal Statement:**

Age: 18  
 Occupation: Student of Mechanical Engineering  
 Goals: self-employment, start a company  
 Level of Education: Bachelor  
 Previous know-how: Coding, Design, Marketing, IT  
 Current Challenges: App development, Entrepreneurship

**Digital Knowledge:**

- Usage: private and professional
- Personal interests in: Design, Coding, Marketing, IT
- Previous know-how: Coding, Design, Marketing, IT

**Wishes / Frustrations:**

- Wishes of improvement: self-employment, digital marketing
- Wishes regarding improvement of knowledge: self-employment, digital marketing

**Activities:**

- Interests: Coding, Design, Marketing, IT

**Current occupational/professional context (related):** Student

**Hobbies:** Reading, Gaming, Design

Log: Tu 83  
 Media 146

# Die Schulraes

**Name:** Christian Radloff

**Personal Statement:**

Age: 14  
 Occupation: Student  
 Goals: self-employment, start a company  
 Level of Education: Bachelor  
 Previous know-how: Coding, Design, Marketing, IT  
 Current Challenges: App development, Entrepreneurship

**Digital Knowledge:**

- Usage: private
- Personal interests in: Design, Coding, Marketing, IT
- Previous know-how: Coding, Design, Marketing, IT

**Wishes / Frustrations:**

- Wishes of improvement: self-employment, digital marketing
- Wishes regarding improvement of knowledge: self-employment, digital marketing

**Activities:**

- Interests: Coding, Design, Marketing, IT

**Current occupational/professional context (related):** Student

**Hobbies:** Reading, Gaming, Design

Log: Tu 83  
 Media 146

**Name:** Christian Radloff

**Personal Statement:**

Age: 14  
 Occupation: Student  
 Goals: self-employment, start a company  
 Level of Education: Bachelor  
 Previous know-how: Coding, Design, Marketing, IT  
 Current Challenges: App development, Entrepreneurship

**Digital Knowledge:**

- Usage: private
- Personal interests in: Design, Coding, Marketing, IT
- Previous know-how: Coding, Design, Marketing, IT

**Wishes / Frustrations:**

- Wishes of improvement: self-employment, digital marketing
- Wishes regarding improvement of knowledge: self-employment, digital marketing

**Activities:**

- Interests: Coding, Design, Marketing, IT

**Current occupational/professional context (related):** Student

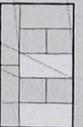
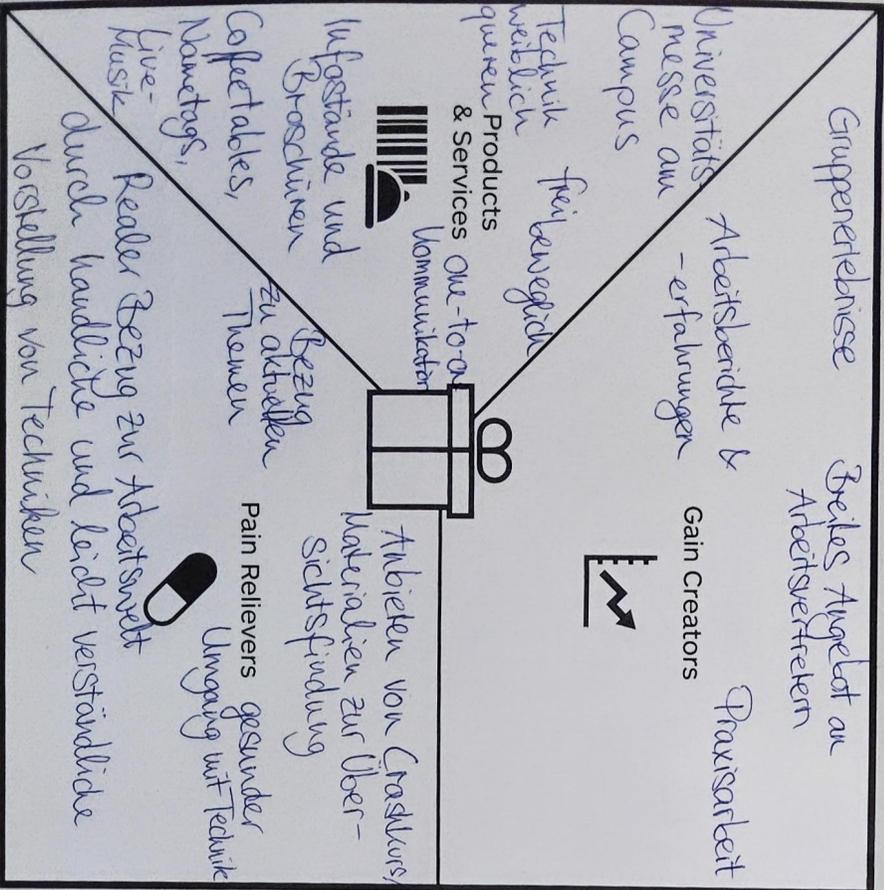
**Hobbies:** Reading, Gaming, Design

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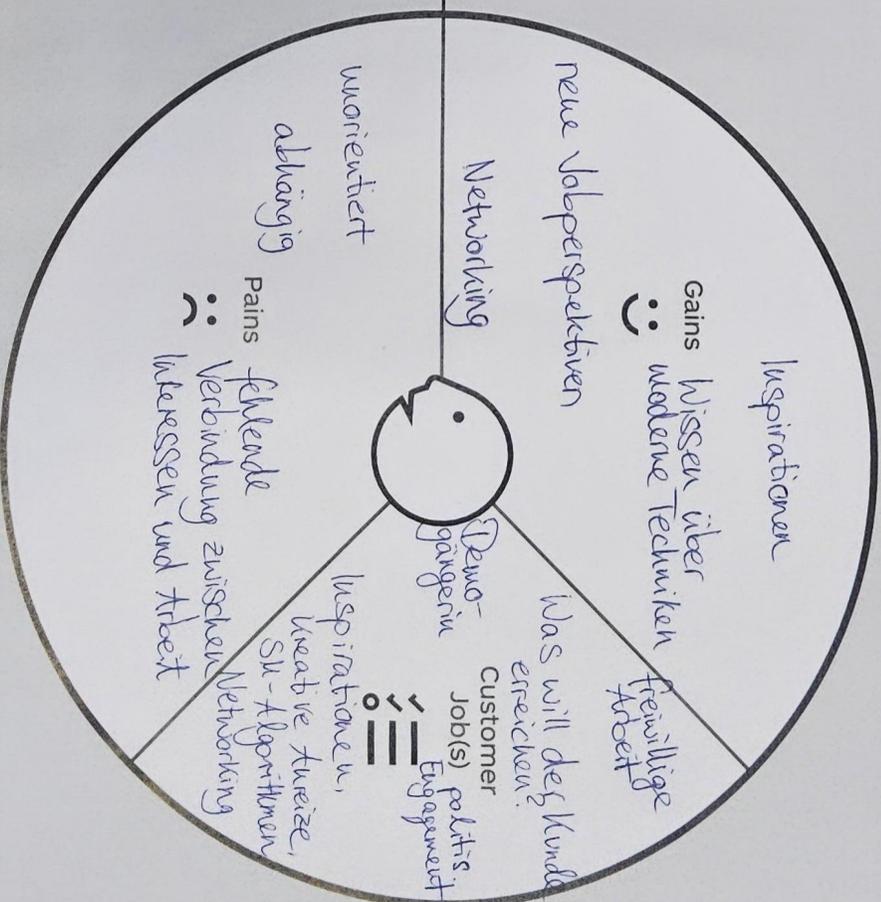
# The Value Proposition Canvas

Pia Schulze

Value Proposition



Customer Segment

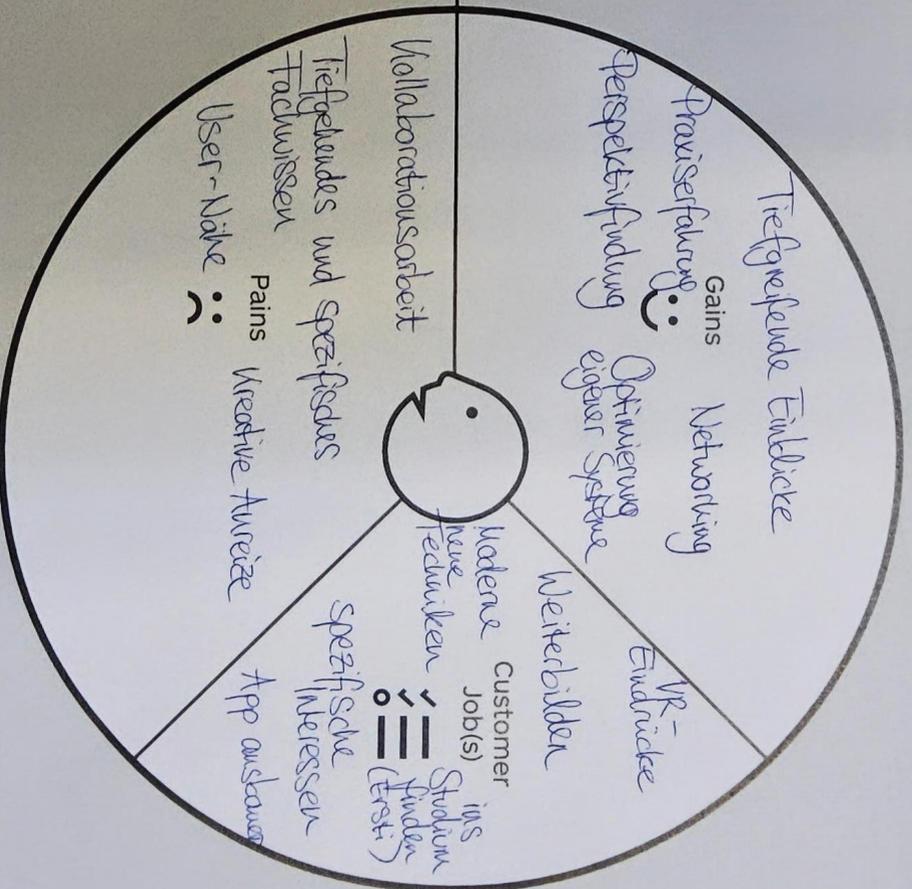
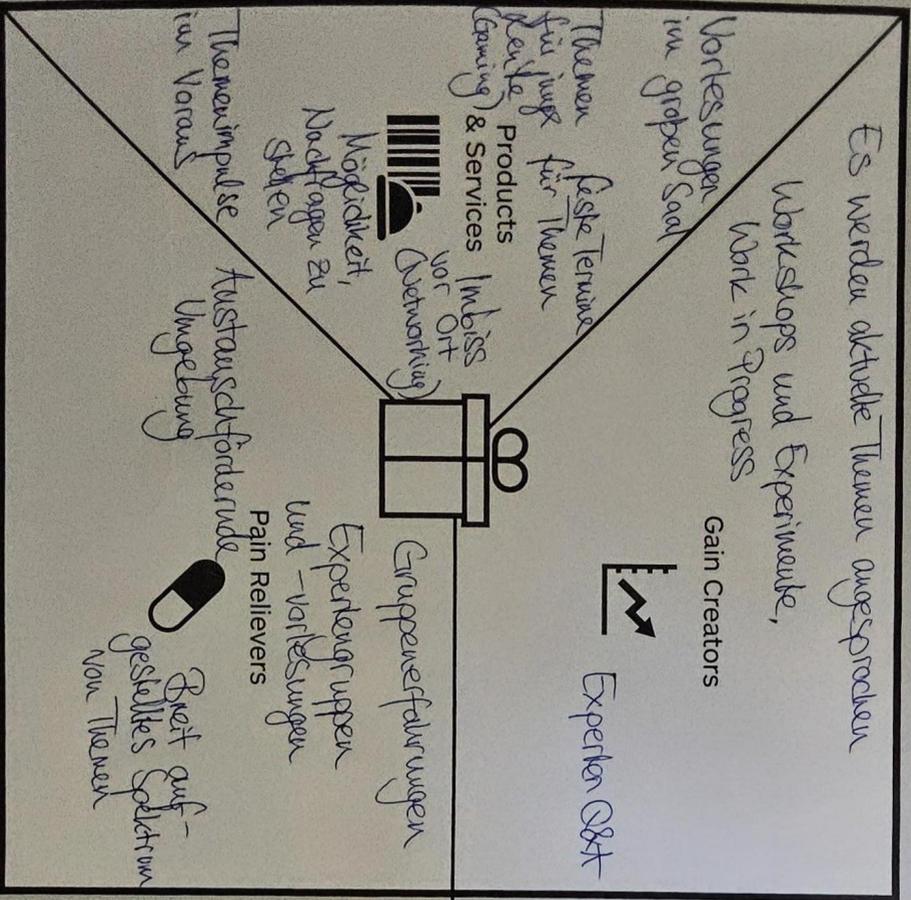


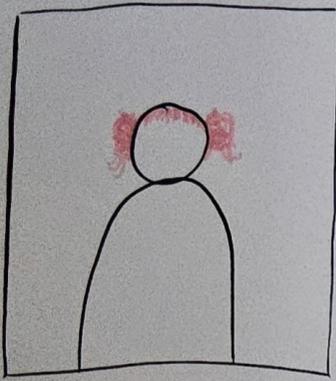
# The Value Proposition Canvas

Leonard Reichert

Value Proposition

Customer Segment





Name: Pia Schulze

### Personal Statements:

Age: ~~24~~ 25  
Occupation: Studentin - MeWi / Politikwissenschaft 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:

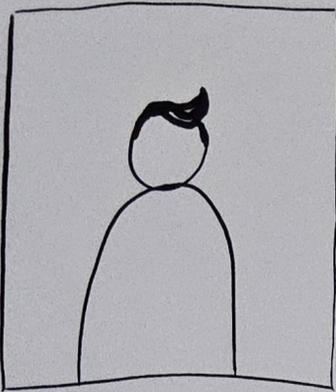
- Weaknesses: weiß noch nicht was sie mit ihrem Abschluss machen soll, unentschlüsselt  
Social Media abhängig
- Wishes of Improvement: produktiver werden, für was gutes arbeiten, Welt verändern  
in Interesse der Allgemeinheit handeln, ihre Eltern stolz machen
- Wishes regarding Improvement of knowledge: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

### Activities:

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

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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: ~~se~~ 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

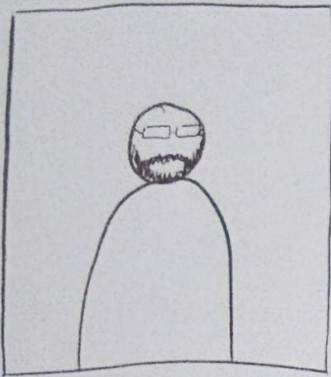
### Activities:

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

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Name: Christian Becker



### Personal Statements:

Age: 41  
Occupation: Zimmermann  
Goals: Familie verbss  
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, Aerobmotoriker
- Wishes of Improvement: will dazu bene → mehr Wissen über seine Interessen  
will mehr können
- Wishes regarding Improvement of knowledge: wie funktioniert 3D Druck?  
wie kann ich coole Drohnen fliegen?

### Activities:

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

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