

PMU-C MASTERCLASS

TECHNOLOGY

EVALUATION CANVAS :

Tool to help you screen/assess innovative technologies

PORRAMATE CHUMYIM

FI-Accelerator

บพข.

หน่วยบริหารและจัดการทุน
ด้านการเพิ่มความสามารถในการแข่งขันของประเทศ

The Business Model Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

Key Partners Who are our key partners? Who are our key suppliers? Which Key Resources do we acquire from partners? Which Key Activities do partners perform? Key Partnerships Distribution, fulfillment, production, procurement, logistics, repair, customer research and activities	Key Activities What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? Channels Retail Direct sales Partners Public spaces Partners Network Key Resources What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Key Resources Human Financial Physical Intellectual Social Structural Channels Partners Partnerships, copyrights, and Patents	Value Propositions What value do we deliver to the customer? Which one of our customer's problems are we solving for them? What bundles of products and services are we offering to each Customer Segment? Which Customer needs are we satisfying? Value Propositions Performance Customization Convenience Cost Design Reliability Risk Reduction Self-Service Social Integration Stress Avoidance Time Savings Transaction Cost Reduction Customization	Customer Relationships What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our Business Model? How costly are they? Customer Relationships Personal assistance Self-Service Automated services Communities Co-creation Partnerships Personal assistance Self-Service Automated services Communities Co-creation	Customer Segments For whom are we creating value? Who are our most important customers? Customer Segments Mass Market Niche Market Segmented Diversified Multi-Sided Platform
Cost Structure What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? Cost Structure Variable Fixed Contribution Margin Scale Packaging Production Transportation Distribution Customer Support Infrastructure Research and Development Administration Marketing Legal Finance Insurance Taxes Cost of Capital	Revenue Streams For what value are our Customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues? Revenue Streams Asset Sale Usage Fee Subscription Fee Licensing Performance Fee Advertising Commission Rental Leasing License Freemium Usage Fee Subscription Fee Licensing Performance Fee Advertising Commission Rental Leasing License Freemium			

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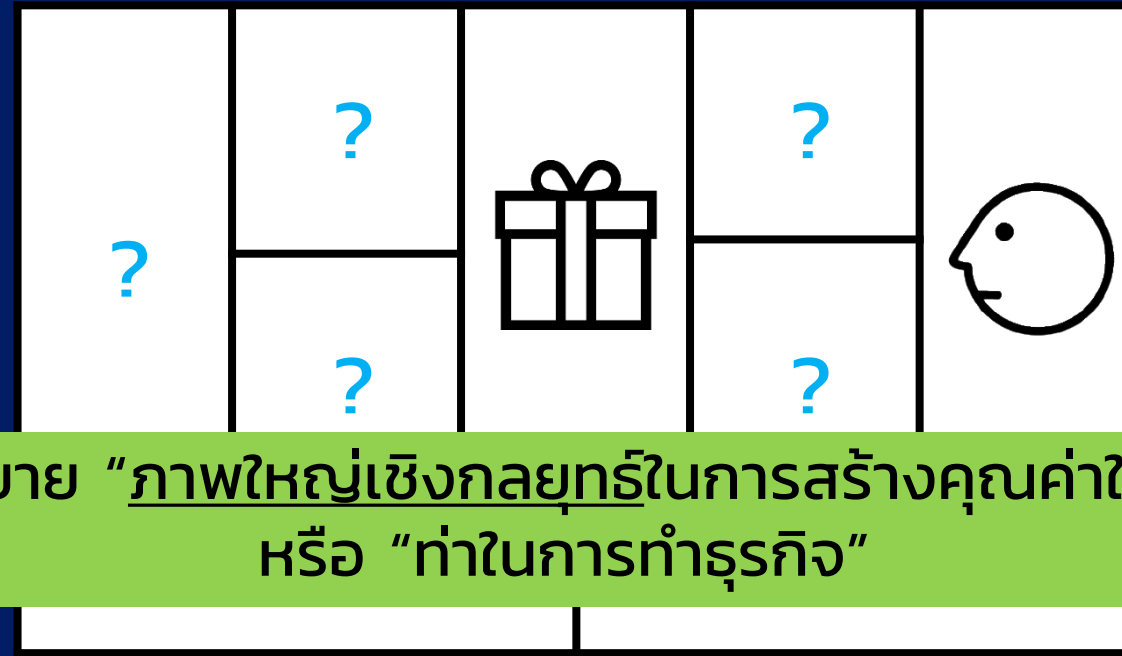


Technology Evaluation Canvas

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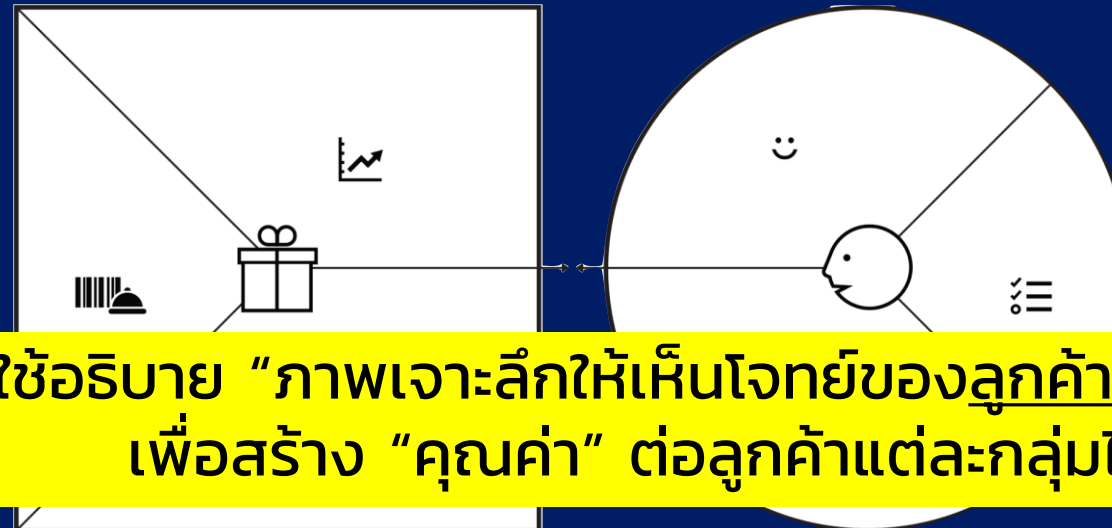
Identifying MVP Features Importance for Customer (+3 & -3)	Value Perception Customer Need Customer Benefit	Differentiate Technology (+3 & -3) Competitor	Interviews Teknical User Decision Maker Partners
Tech to Market TRL Level / Development Levels Co-Innovators / Partners	Problem Validation Problem Solution Value Proposition	Problem - Solution Fit Customer Segments Risk and Barriers	

ความสัมพันธ์ของ Business Model Canvas และ Value Proposition Canvas



BMC - describes how you create value for your business

BMC ใช้ริบาย “ภาพใหญ่เชิงกลยุทธ์ในการสร้างคุณค่าให้กับธุรกิจ”
หรือ “ท่าในการทำธุรกิจ”



VPC -describes how you create value for your customer

VPC ใช้ริบาย “ภาพเจาะลึกให้เห็นโจทย์ของลูกค้าแต่ละกลุ่มอย่างละเอียด”
เพื่อสร้าง “คุณค่า” ต่อลูกค้าแต่ละกลุ่มได้ตรงประเด็น

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners พันธมิตร 	Key Activities กิจกรรมหลัก 	Value Propositions คุณค่าสินค้า/ บริการ 	Customer Relationships ความสัมพันธ์ กับลูกค้า 	Customer Segments กลุ่มลูกค้า 
	Key Resources ทรัพยากรหลัก 		Channels ช่องทางเข้าถึง ลูกค้า 	
Cost Structure โครงสร้างต้นทุน 			Revenue Streams รายได้หลัก 	



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BACKSTAGE

FRONTSTAGE

ค่าใช้จ่ายในการลงทุน
(Investment Cost)

การตั้งราคาขาย
(Price Setting)

วิธีการสร้างรายได้ที่เหมาะสม
(Revenue Pattern)

ผลตอบแทนจากการลงทุน
(Return on Investment-ROI)

**BUSINESS
VIABILITY**

การบริหารจัดการ IP
(IP Management)

วิธีการ EXIT
ออกจกมหาวิทยาลัย (Exit Model)

**CUSTOMER
DESIRABILITY**

ขนาดของตลาด
(Market Size)
TAM/SAM/SOM

ระยะเวลานำสินค้าสู่ตลาด
(Time to Market)

การวิเคราะห์คู่แข่ง
(Competitor Analysis)

การวิเคราะห์จุดขายและ
จุดแตกต่างที่สำคัญ
(Selling Points)

กฎ ระเบียบ มาตรฐาน
(Reg. & standard)

**TECHNICAL
FEASIBILITY**

ความสามารถ/การยกระดับการผลิต
(production & Scale-up)

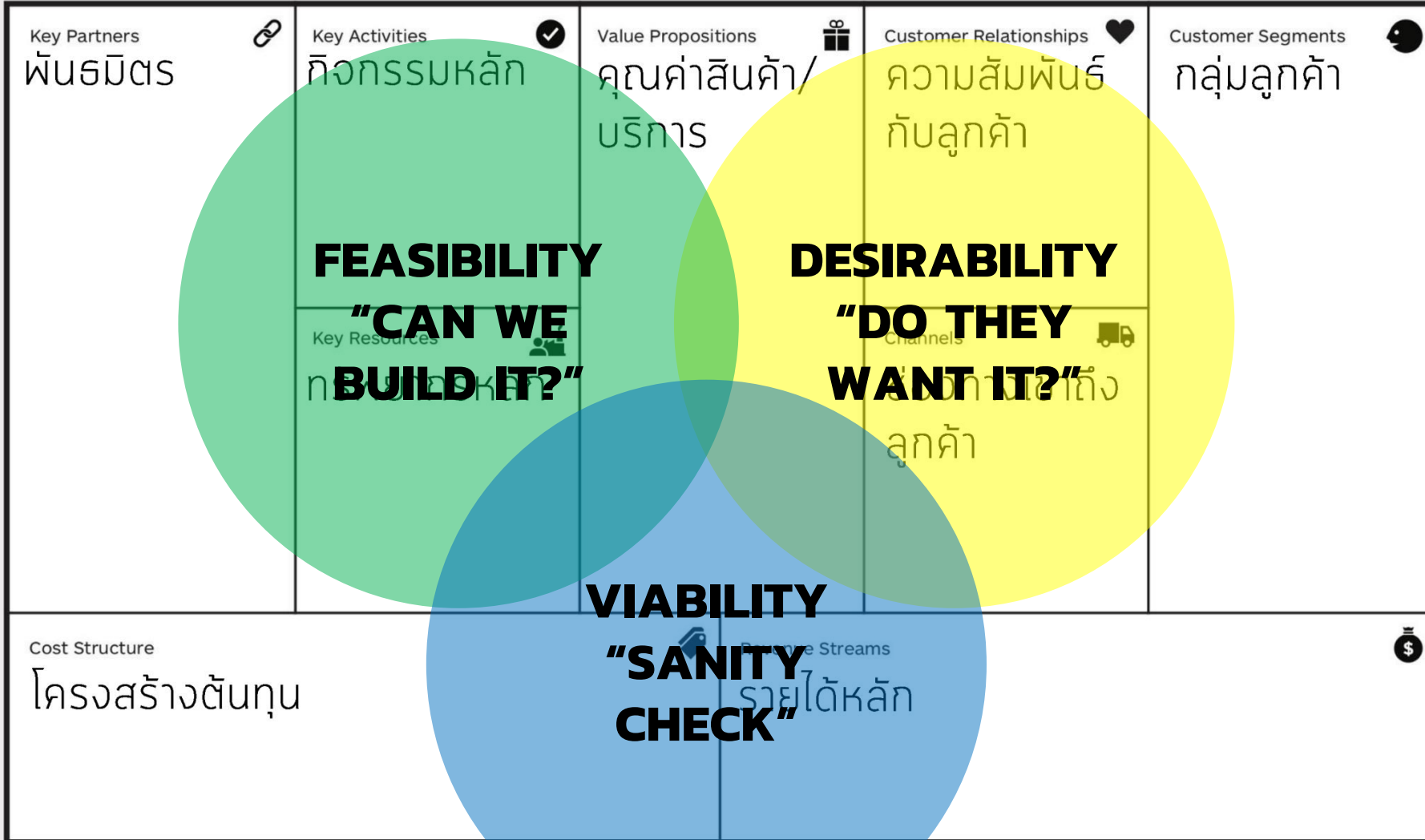
The Business Model Canvas

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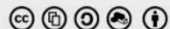
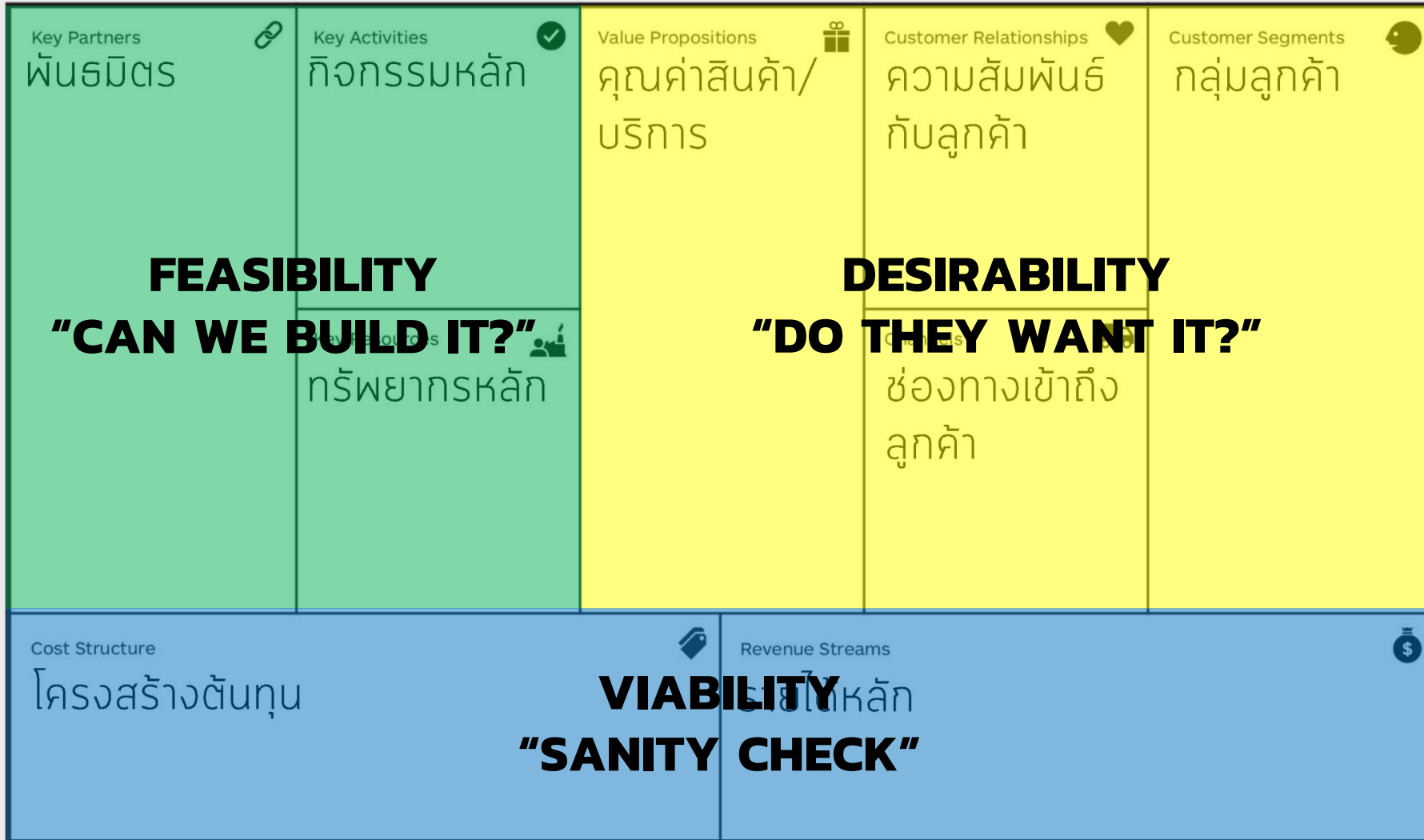
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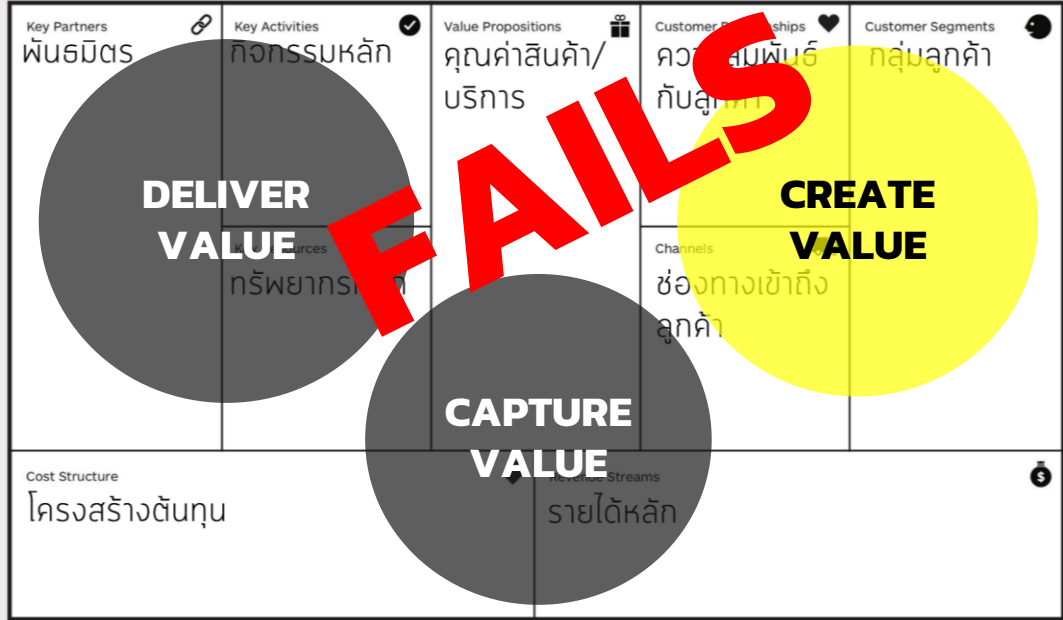
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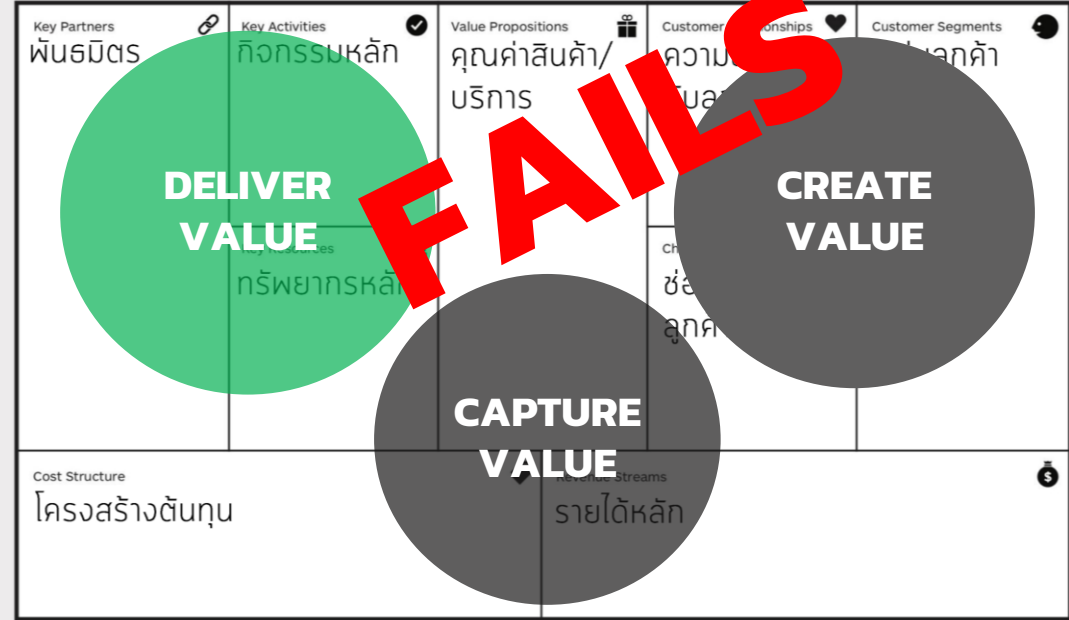
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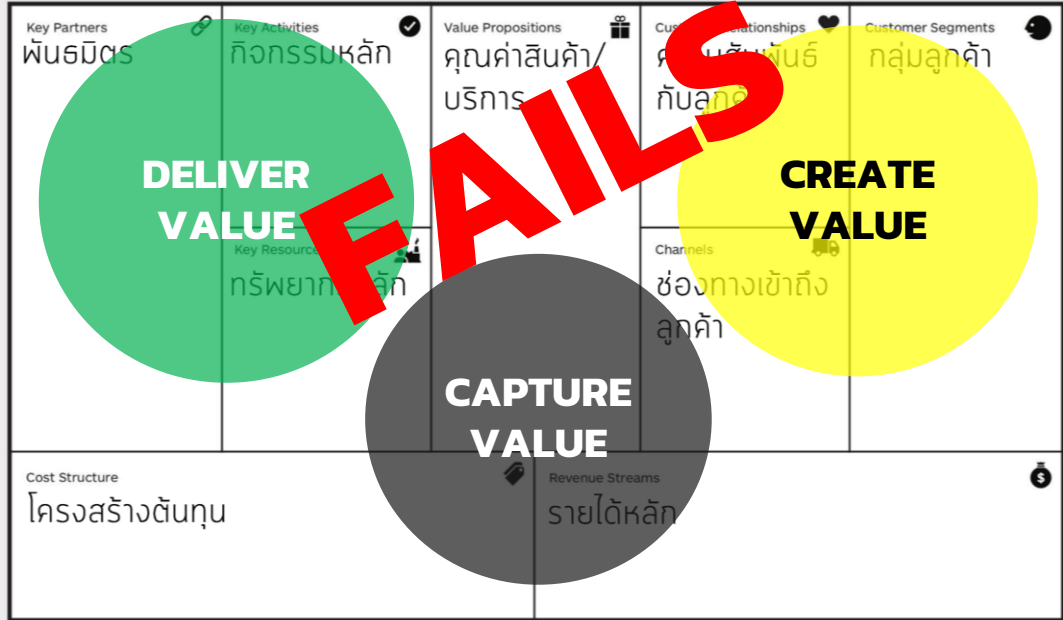
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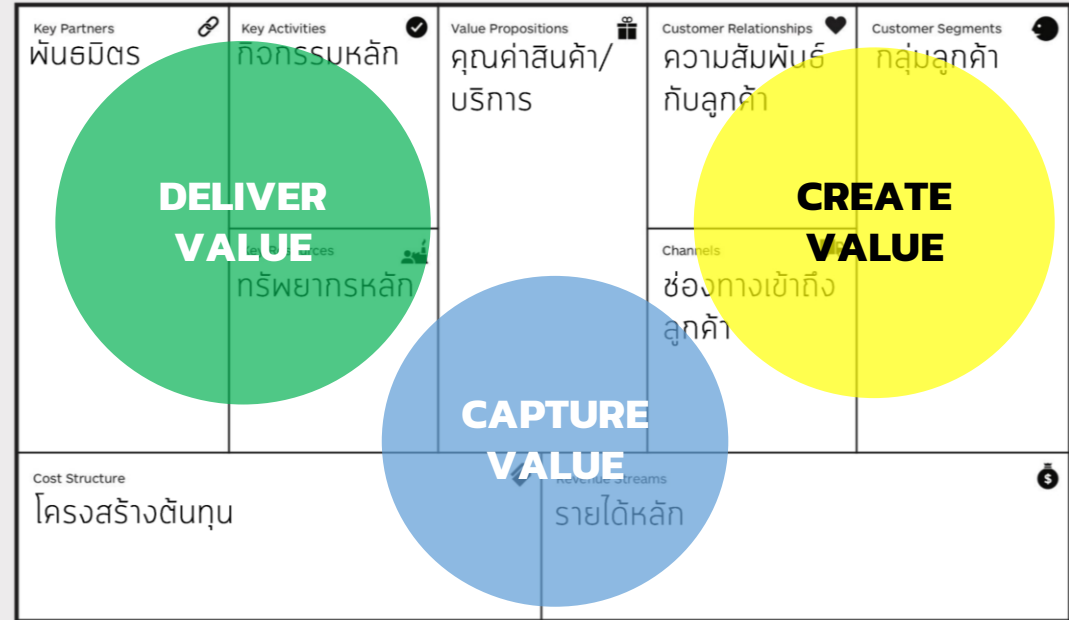
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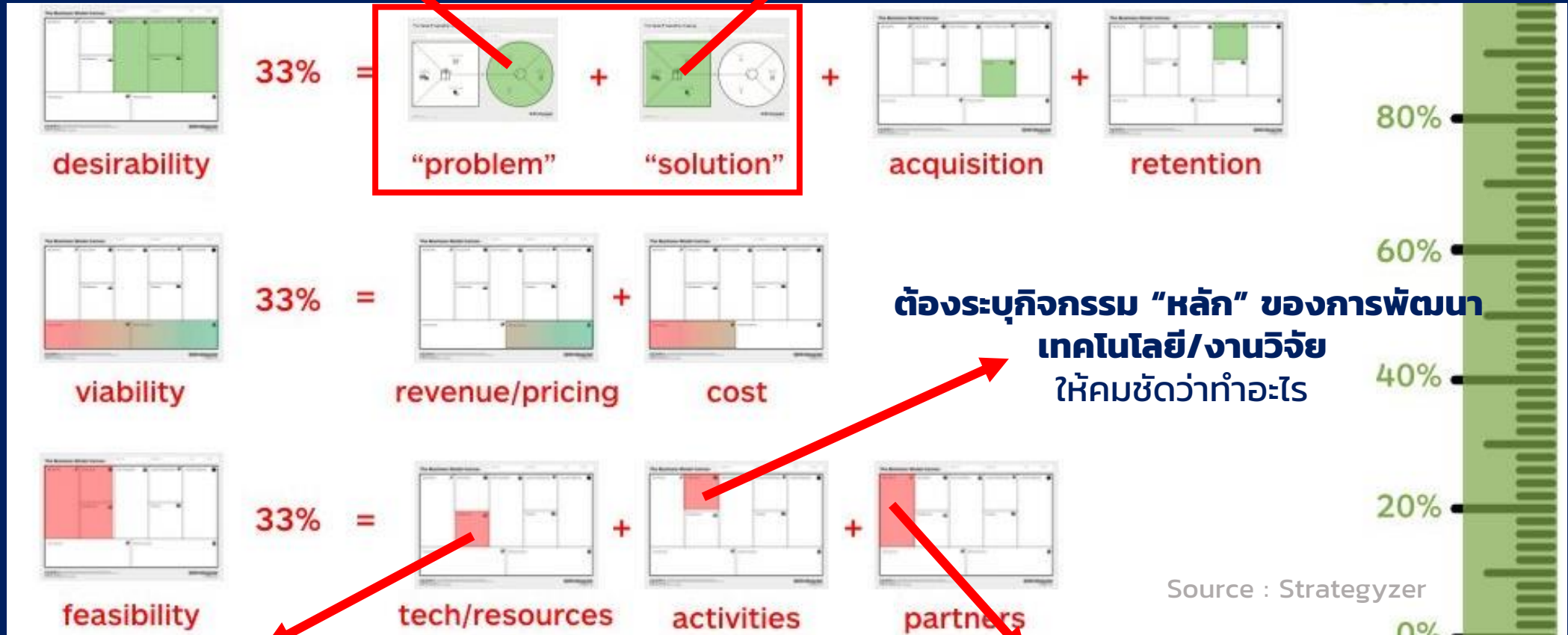


โจทย์ที่มาจากตลาด/ลูกค้า

- ต้องมีอยู่จริง (Proof of demand)
- รู้จักผู้เล่นในตลาด (Existing alternatives)
- พอมะรู้ขนาดของตลาด (Market size)
- Etc.

Solution ที่มาจาก "เอกชน + นักวิจัย"

- "FIT" กับโจทย์ของตลาด (Problem solution fit)
- มีความใหม่และทันเวลาตลาด (Time-to-market)
- สามารถพัฒนาไปเป็นธุรกิจได้จริง (Marketable)
- Etc.



ต้องระบุกิจกรรม "หลัก" ของการพัฒนา
เทคโนโลยี/งานวิจัย
ให้คมชัดว่าทำอะไร

เทคโนโลยี/ผลิตภัณฑ์ที่มาจากงานวิจัย คือ "Key Resources"

- TRL 4 ++
- มีแผนพัฒนาขึ้นมาจนออกสู่ตลาดได้จริง

นักวิจัย/มหาวิทยาลัย มีบทบาทเป็นหนึ่งใน "Key Partners"
ของภาคเอกชนที่เป็นคนพัฒนาธุรกิจจากเทคโนโลยี/งานวิจัย

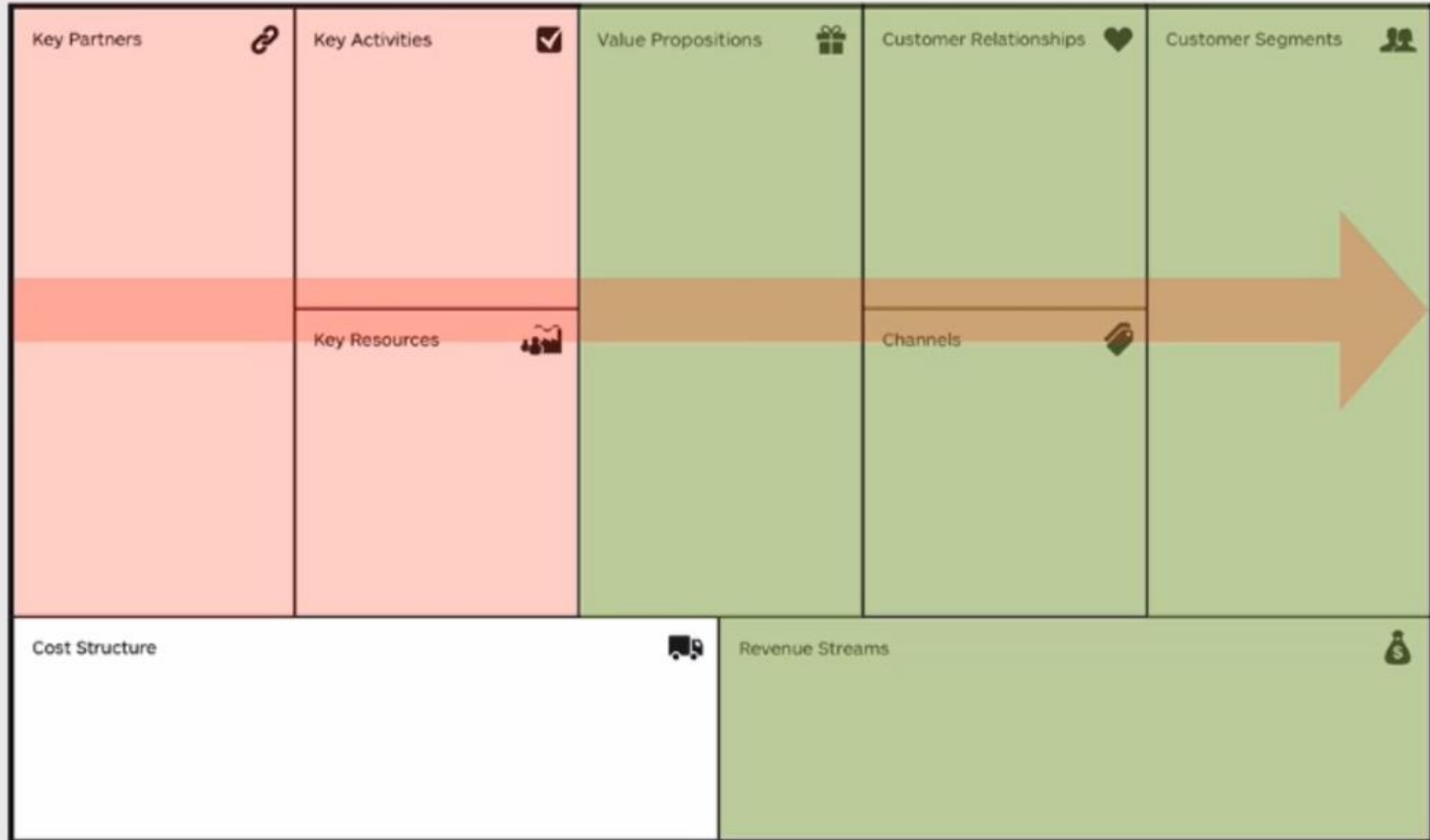
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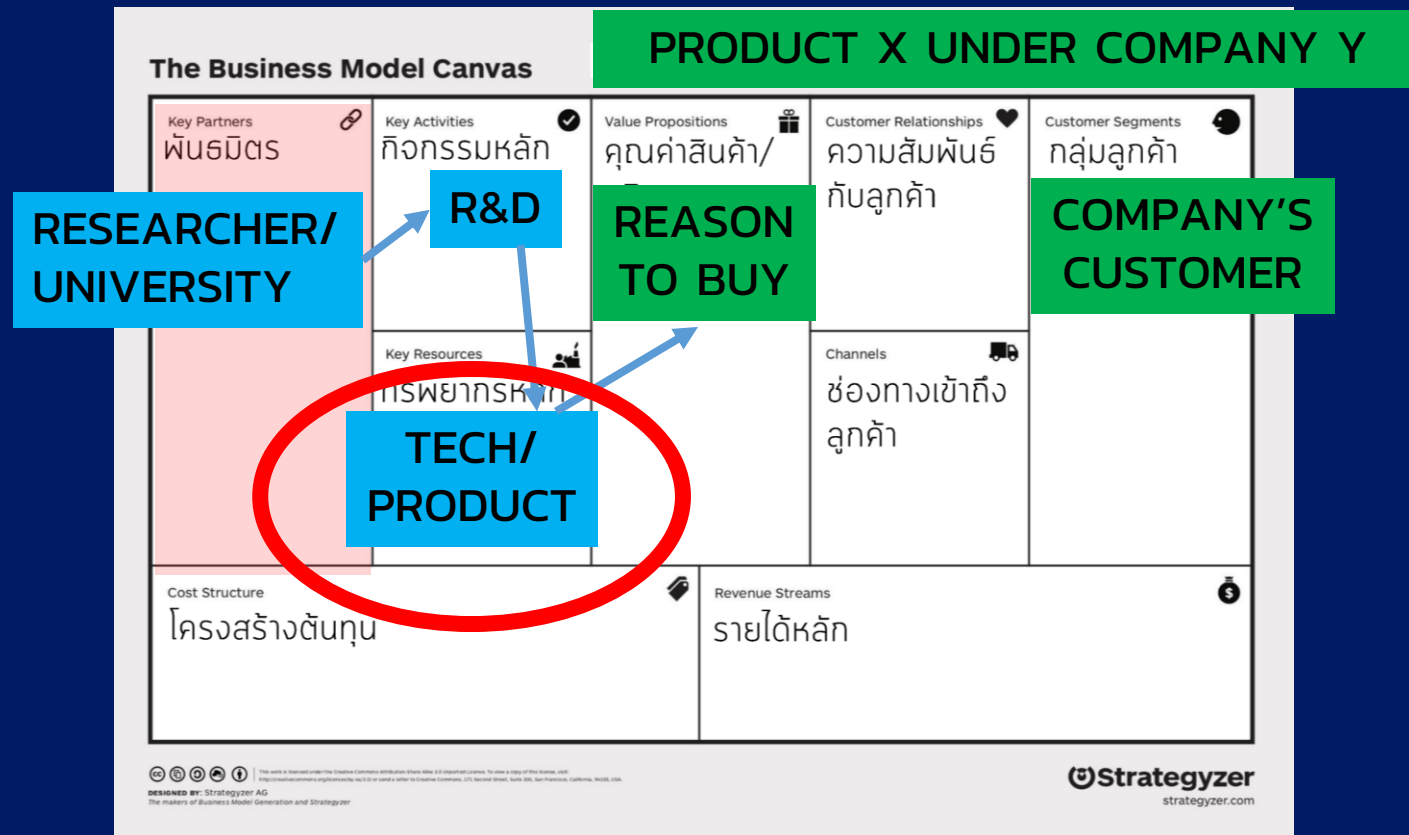
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**BUSINESS MODEL สร้างและพัฒนาโดยเจ้าของธุรกิจ (BUSINESS OWNER)
ดังนั้น อาจารย์/นักวิจัย ส่วนใหญ่ (ที่ไม่ได้มีส่วนในบริษัท)
จึงต้องเป็นเพียง "KEY PARTNERS" ของบริษัท ที่เราไปช่วยเขาทำ R&D ให้เกิด
TECHNOLOGY/PRODUCT ที่จะให้บริษัทนำไปสร้างธุรกิจ (ขาย)**

*****ไม่ใช่อาจารย์/นักวิจัย ขาย TECH/PRODUCT ให้กับบริษัทที่อาจารย์/นักวิจัยทำงานด้วย*****



SCALERS

How to scale in the new ways.

ACTIVITY DIFFERENTIATORS

How to differentiate with innovative activity configurations.

RESOURCE CASTLES

How to become hard to copy.

GRAVITY CREATORS

How to lock in customers.

MARKET EXPLORERS

How to unlock new market potential.

CHANNEL KINGS

How to build innovative and strong customer relationships.

COST DIFFERENTIATORS

How to build innovative cost structures.

MARGIN MASTER

How to boost margins in creative ways

REVENUE DIFFERENTIATORS

How to better capture value.

Backstage Disruption

A radical change in how value is created.

Profit Formula Disruption

A radical change in how profits are made in terms of revenues and costs.

Frontstage Disruption

A radical change of who is targeted and how value is delivered.

**TECHNOLOGY
EVALUATION
CANVAS**



















Technology Evaluation Canvas

Designed By :

Designed For:

Date:

Version :

Identifying MVP		Value Perception		Differentiate		Interviews
Features 	Importance for Customer (+3 & -3) 	Customer Need 	Customer Benefit 	Technology (+3 & -3) 	Competitor 	Teknical 
Tech to Market		Problem Validation		Problem - Solution Fit		User
TRL Level / Development Levels 		Problem 		Solution 		
Co-Innovators / Partners 		Value Proposition 		Customer Segments 		Decision Maker 
		IPR Status 		Risk and Barriers 		Partners 

Technology Evaluation Canvas (TEC)

**= one of visualization Tool for
"Seeing the same picture"**

**To help you analyze the perception of value
on a technology that is being developed**

**Use in innovation function, such as
technology transfer and it is best utilized in
screening new ideas, assessing innovative
or not innovative technologies.**

TEC HELP YOU ANALYZE AND SEE THE SAME PICTURE OF

PROBLEM VALIDATION

"THE RIGHT PROBLEM TO SOLVE"

PROBLEM-SOLUTION FIT

"THE RIGHT SOLUTION AND OFFERINGS"

SOLUTION-MARKET FIT

"THE RIGHT MARKET AND STRATEGIES"

DIFFERENTIATE AND HARD TO COPY

"HOW WILL YOU STAY BETTER"

STAKEHOLDER ANALYSIS

"HOW YOU GAIN BUY-IN AND EXECUTE PROJECT EFFECTIVELY"















Technology Evaluation Canvas

Designed By :

Designed For:

Date:

Version :

Identifying MVP		Value Perception		Differentiate		Interviews
Features 	Importance for Customer (+3 & -3) 	Customer Need 	Customer Benefit 	Technology (+3 & -3) 	Competitor 	Teknical 
Tech to Market	Problem Validation	Problem - Solution Fit	Solution - Market Fit	User	Decision Maker	Partners
TRL Level / Development Levels 	Problem 	Solution 	Customer 			
Co-Innovators / Partners 		IPR Status 		Risk and Barriers 		

PROBLEM VALIDATION

“THE RIGHT PROBLEM TO SOLVE”

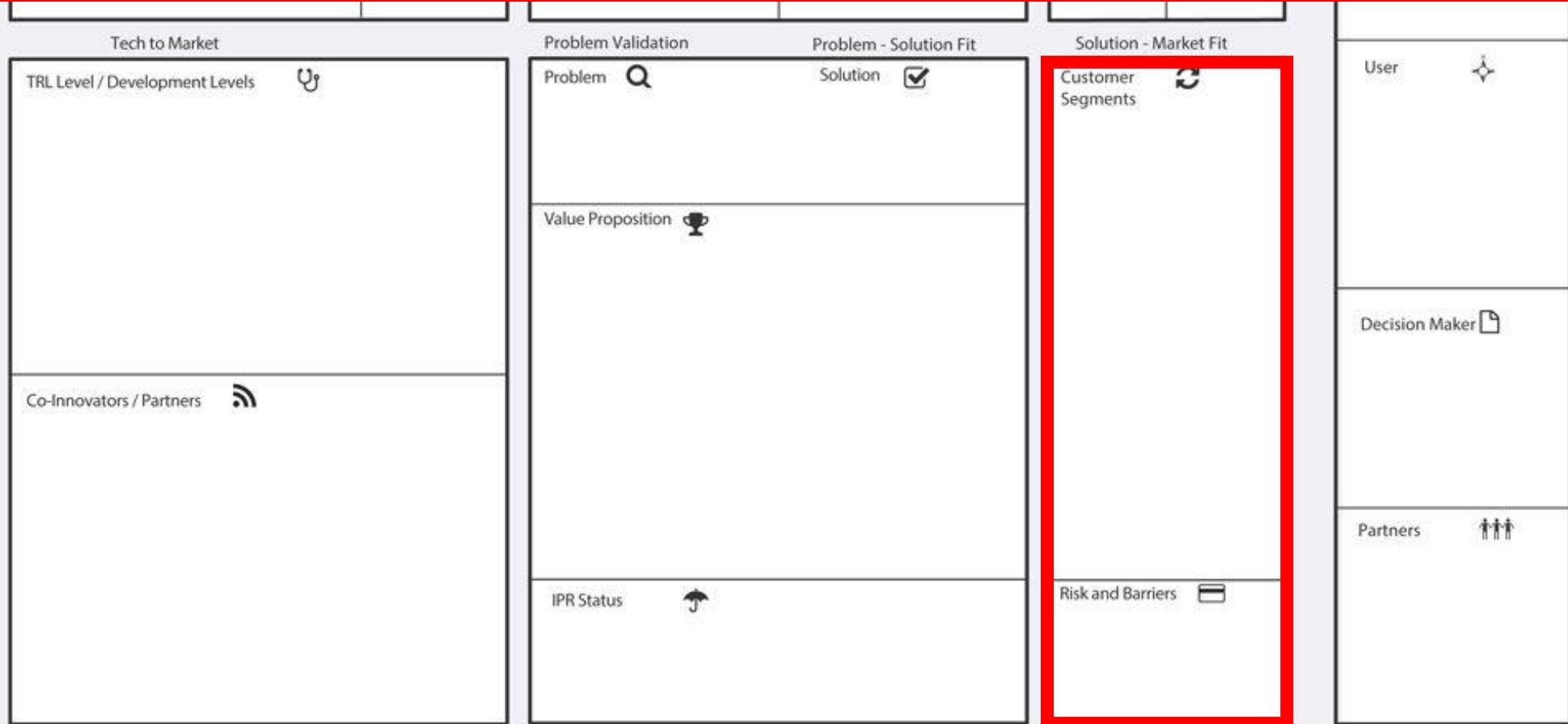
PROBLEM-SOLUTION FIT

"THE RIGHT SOLUTION AND OFFERINGS"



SOLUTION-MARKET FIT

"THE RIGHT MARKET AND STRATEGIES"










Technology Evaluation Canvas

Designed By :







Designed For:

Date:

Version :

Identifying MVP		Value Perception		Differentiate		Interviews
Features 	Importance for Customer (+3 & -3) 	Customer Need 	Customer Benefit 	Technology (+3 & -3) 	Competitor 	Teknical 

DIFFERENTIATE AND HARD TO COPY
"HOW WILL YOU STAY BETTER"

Co-Innovators / Partners 	Value Proposition 	Risk and Barriers 	Decision Maker 
			Partners 
IPR Status 			


















Technology Evaluation Canvas

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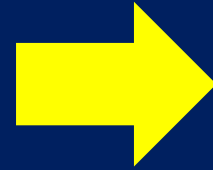
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Features 	Importance for Customer (+3 & -3) 	Customer Need 	Customer Benefit 	Technology (+3 & -3) 	Competitor 	Teknical 
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TRL Level / Development Levels 		Problem 	Solution 	Customer Segments 		Decision Maker 
Co-Innovators / Partners 						Partners 
		IPR Status 		Risk and Barriers 		

STAKEHOLDER ANALYSIS
"HOW YOU GAIN BUY-IN AND EXECUTE PROJECT EFFECTIVELY"

TECHNOLOGY
EVALUATION
CANVAS



TO MAKE
DECISIONS

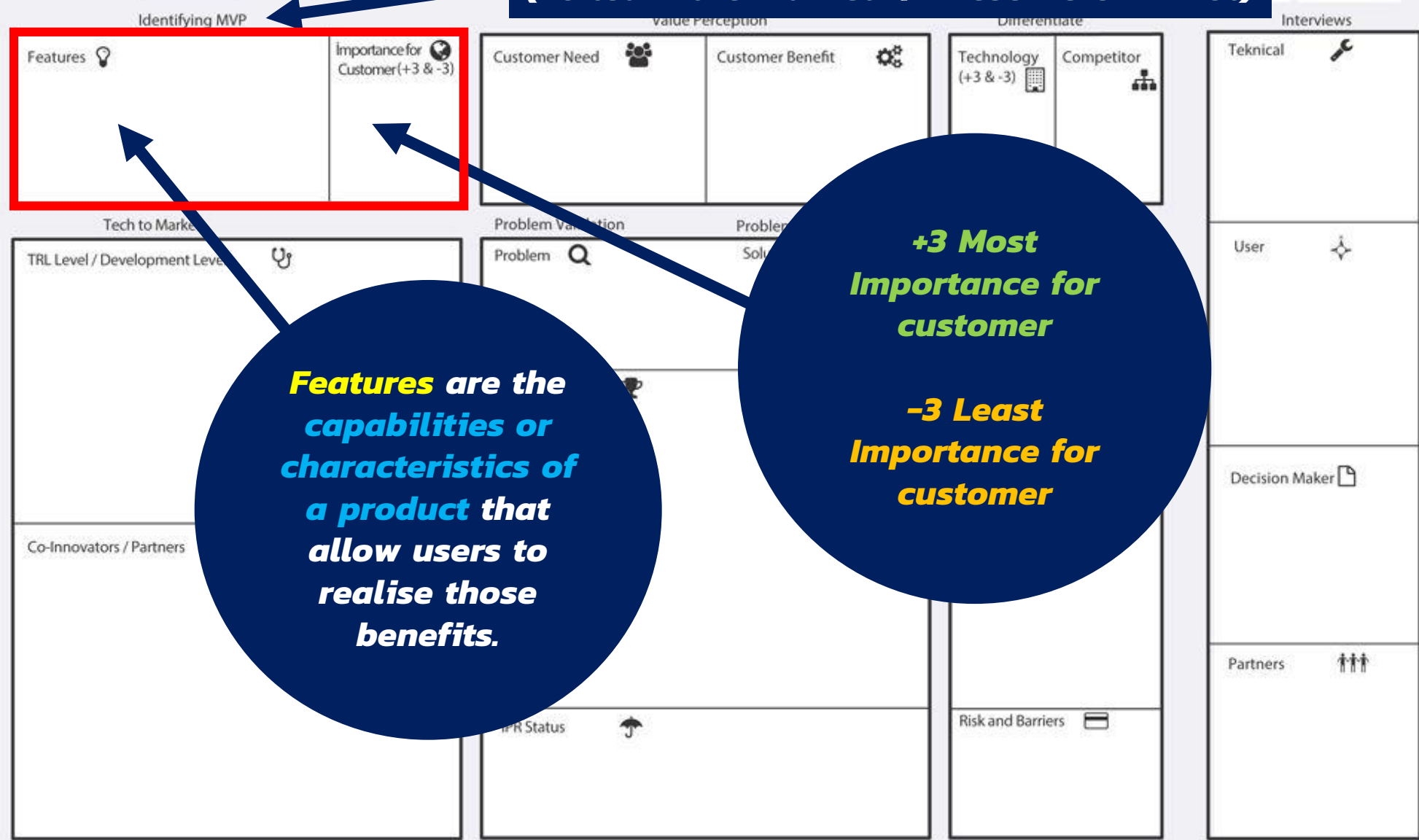
**Whether your technology
should fit for ...**

- **Publications**
- **Technology Transfer**
- **Spin-off**
- **etc.**

PART 1

**MVP = Minimum Viable Product
(To learn the market → Preserve OR Pivot)**

Technology Evaluation Canvas



Features are the capabilities or characteristics of a product that allow users to realise those benefits.

+3 Most Importance for customer
-3 Least Importance for customer

MVP



FEATURES

4000 mAh battery
Fingerprint sensor
32 mega pixel camera
Wireless charging
8 GB RAM and 1.8 GHz processor
5 '7 inch AMOLED panel

(+3) 32 mega pixel camera

(+2) Wireless charging

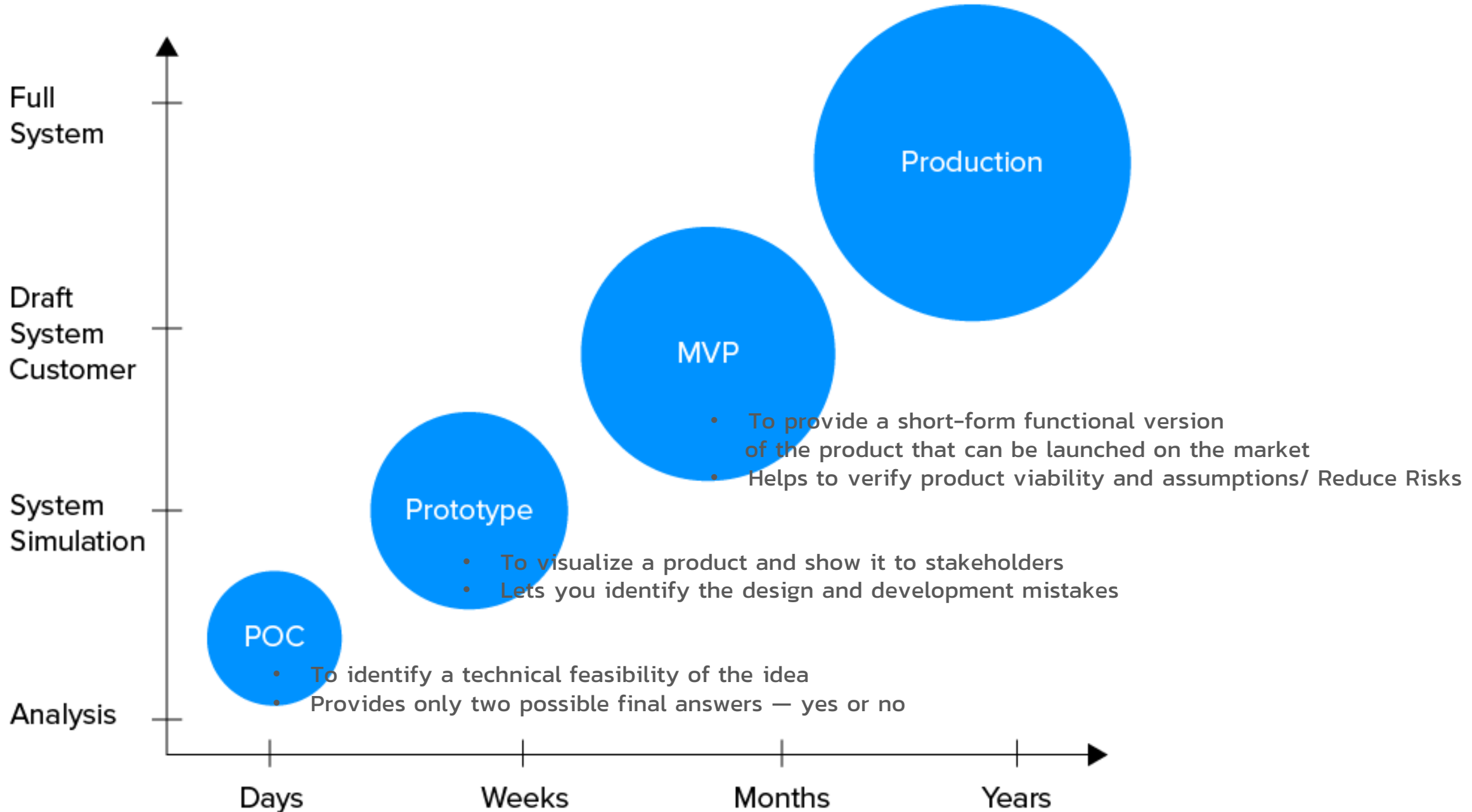
(+1) Fingerprint sensor

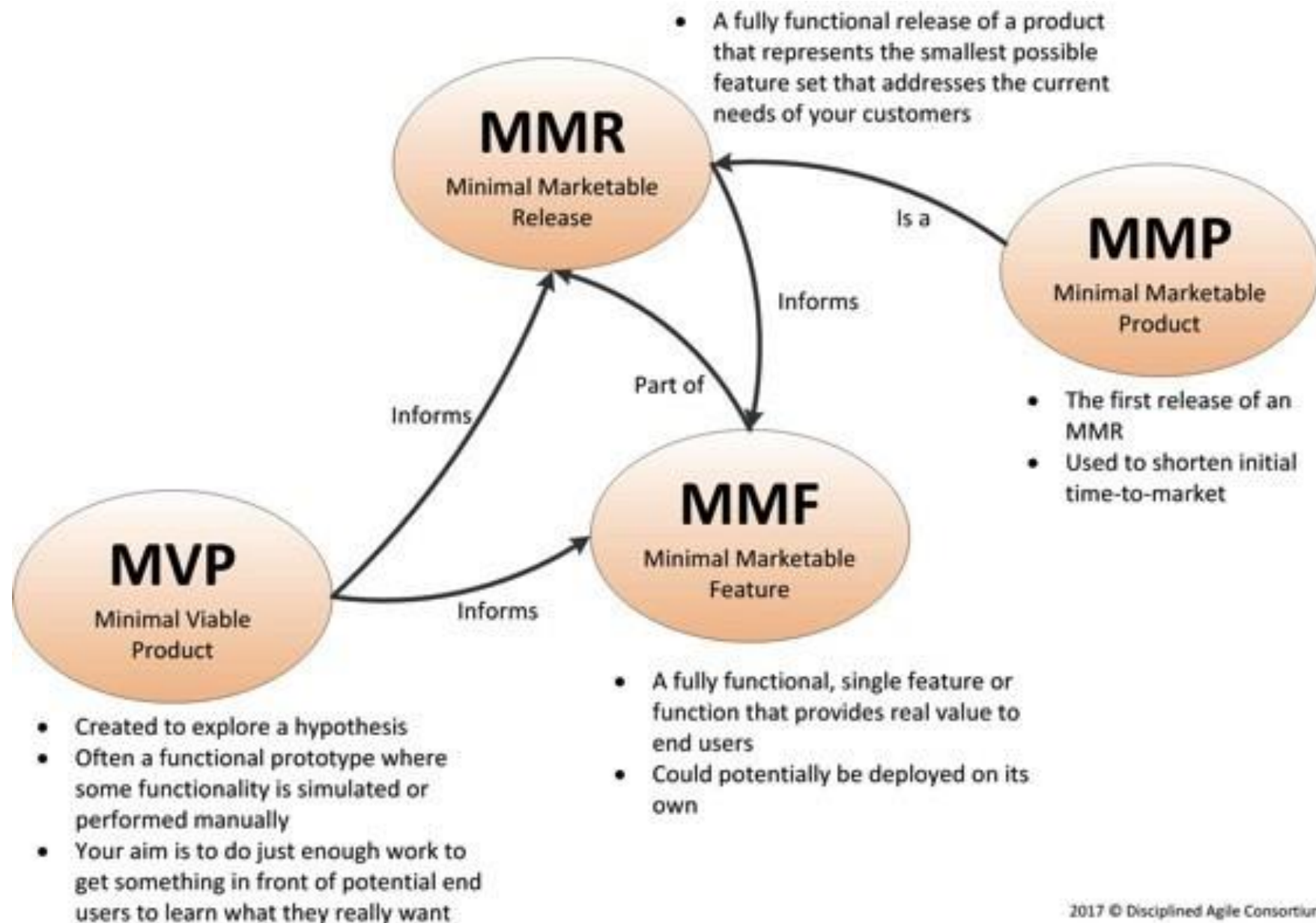
(-1) 4000 mAh battery

(-2) 8 GB RAM and 1.8 GHz processor

(-3) 5 '7 inch AMOLED panel

POC vs Prototype vs MVP





MVP

Minimum
Viable
Product

MMP

Minimum
Marketable
Product



MMR1

Minimum
Marketable
Release

MMR2

Minimum
Marketable
Release

MMR...

Minimum
Marketable
Release

MMR N

Minimum
Marketable
Release

MMF

Minimum
Marketable
Feature

MMF

Minimum
Marketable
Feature

MMF

Minimum
Marketable
Feature

MMF

Minimum
Marketable
Feature

MMF

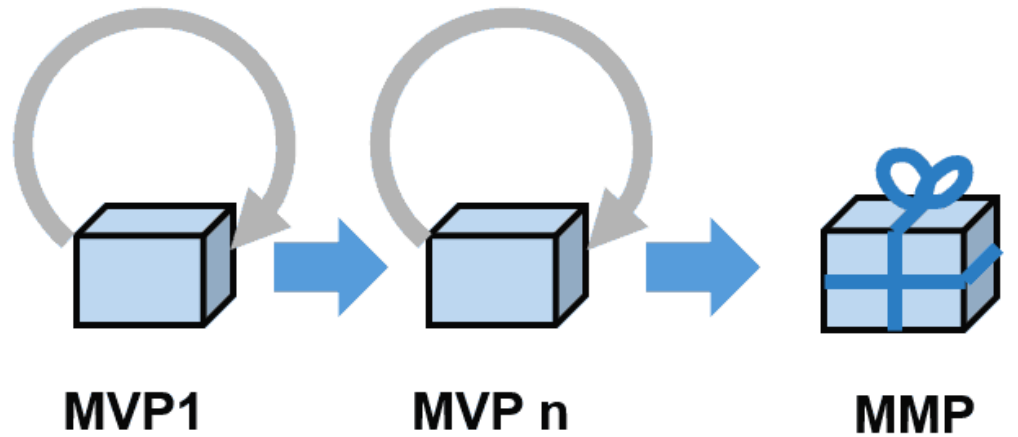
Minimum
Marketable
Feature

MMF

Minimum
Marketable
Feature

MMF

Minimum
Marketable
Feature



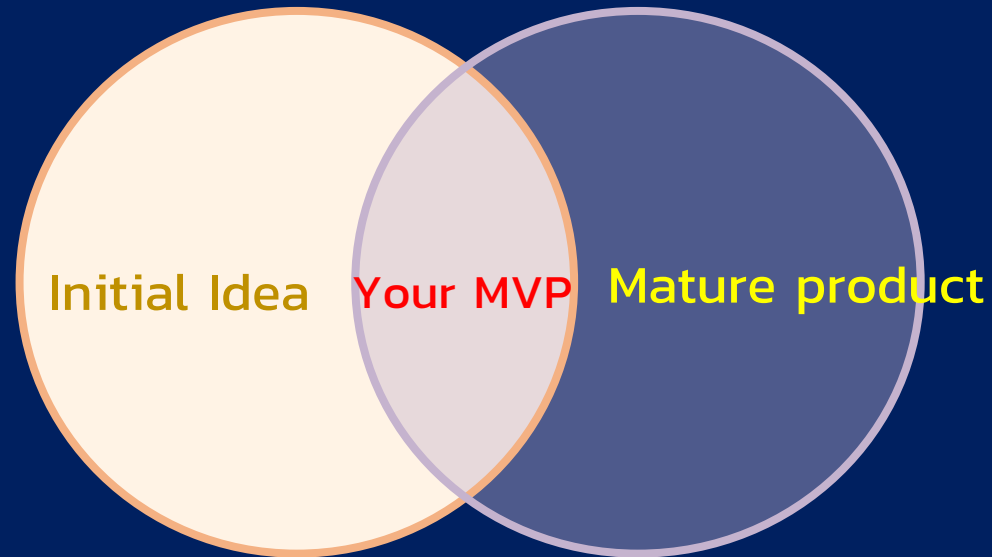
Validate and Learn → **Launch**



	MVP <i>Minimum Viable Product</i>	MMP <i>Minimum Marketable Product</i>
Finished product	no	yes
Functional product	doesn't have to be	yes
Minimum means	only key feature	no unnecessary features
Goal	test the market	product with user favored features
Result	user feedback, risk reduction	reduced time-to-market and costs

หัวใจของการทำ MVP คือ การชิมลาง

ไม่ต้องสมบูรณ์แบบ

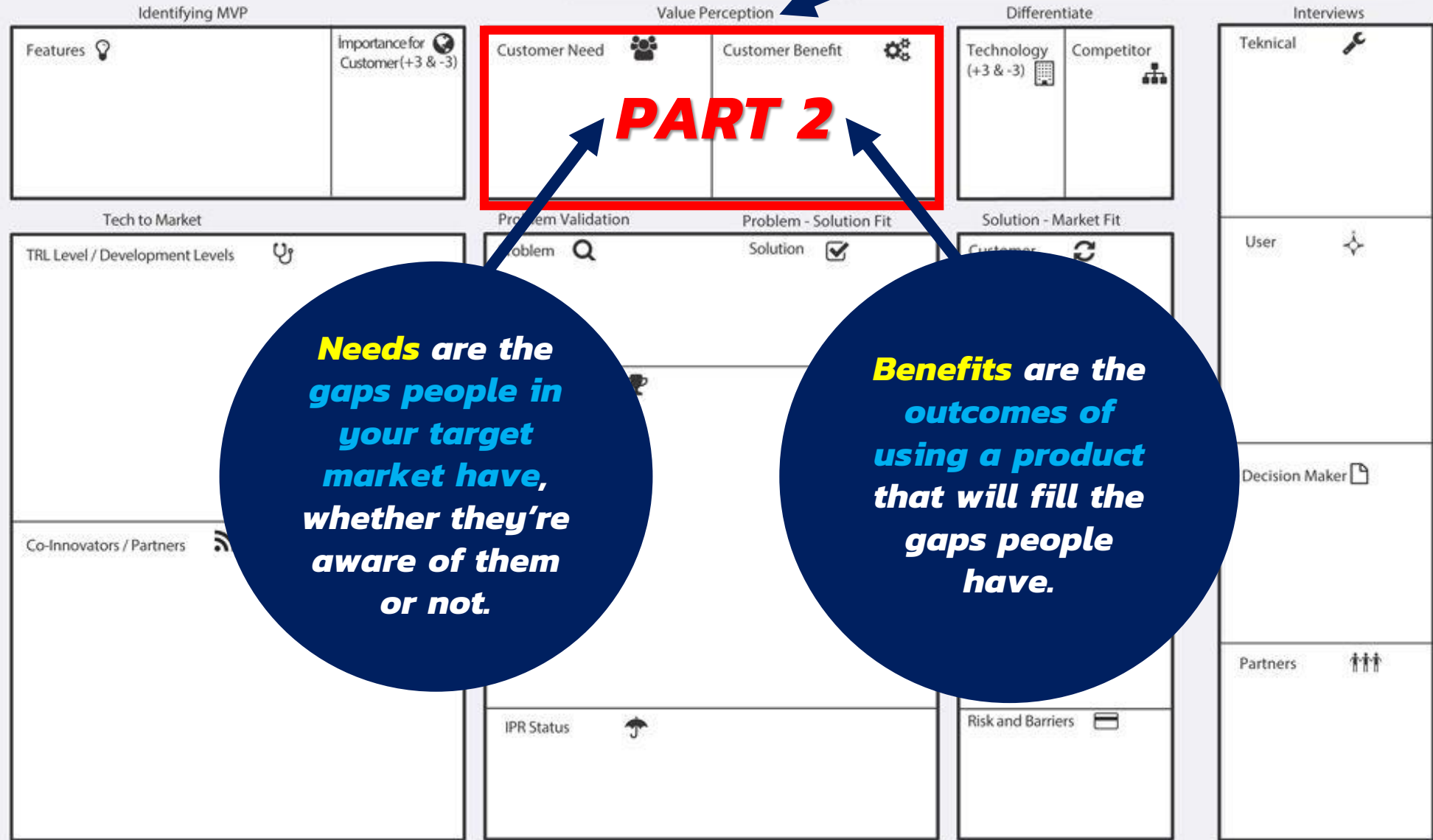


เวลาให้ไว
เก็บ Feedback ให้เร็ว



ใช้เงินให้น้อยที่สุด (Cost)

$$\text{Customer Perceived Value (CPV)} = (\text{Total Customer Value}) - (\text{Total Customer Cost})$$







NEEDS :

**To coordinate development teams in different locations
in place of the more usual sticky notes:**

(Gaps people in your target market have, whether they're aware of them or not.)

BENEFITS (THE "SO-WHAT")

**People don't need to be in the same room
to see the board**

(Outcomes of using a product that will fill the gaps people have.)

FEATURES (THE "WHAT")

**it's web-based,
so people can view it online**

(Capabilities or characteristics of a product that allow users to realize those benefits.)

Sample Needs, Features and Benefits

Product	Targeted Segment	Need	Feature	Benefit
Cordless drill	Do it yourselfers	Drill holes without electricity	Extra battery pack included	Drill can be used for long periods of time
Mortgage loan	First-time home buyers	Obtain money to buy a home	Low down payment	Less money needed up front to buy a home
Laser printer	Small business owners	Print documents economically	Draft-quality printing mode uses less toner	Toner cartridge lasts longer, saving money

Features



4000 mAh battery
Fingerprint sensor
32 mega pixel camera
Wireless charging
8 GB RAM and 1.8 GHz processor
5 '7 inch AMOLED panel

Benefits



Long lasting battery
Security
Good pictures
Handy charging
Fast processing
Comfortable screen size

FEATURES

Unbreakable
Design



Waterproof
Material



Real Wood
Handle

BENEFITS

Protects from
Harmful Sunrays



Blocks Out
Rain Drops



Technology Evaluation Canvas

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PART 3

Date:

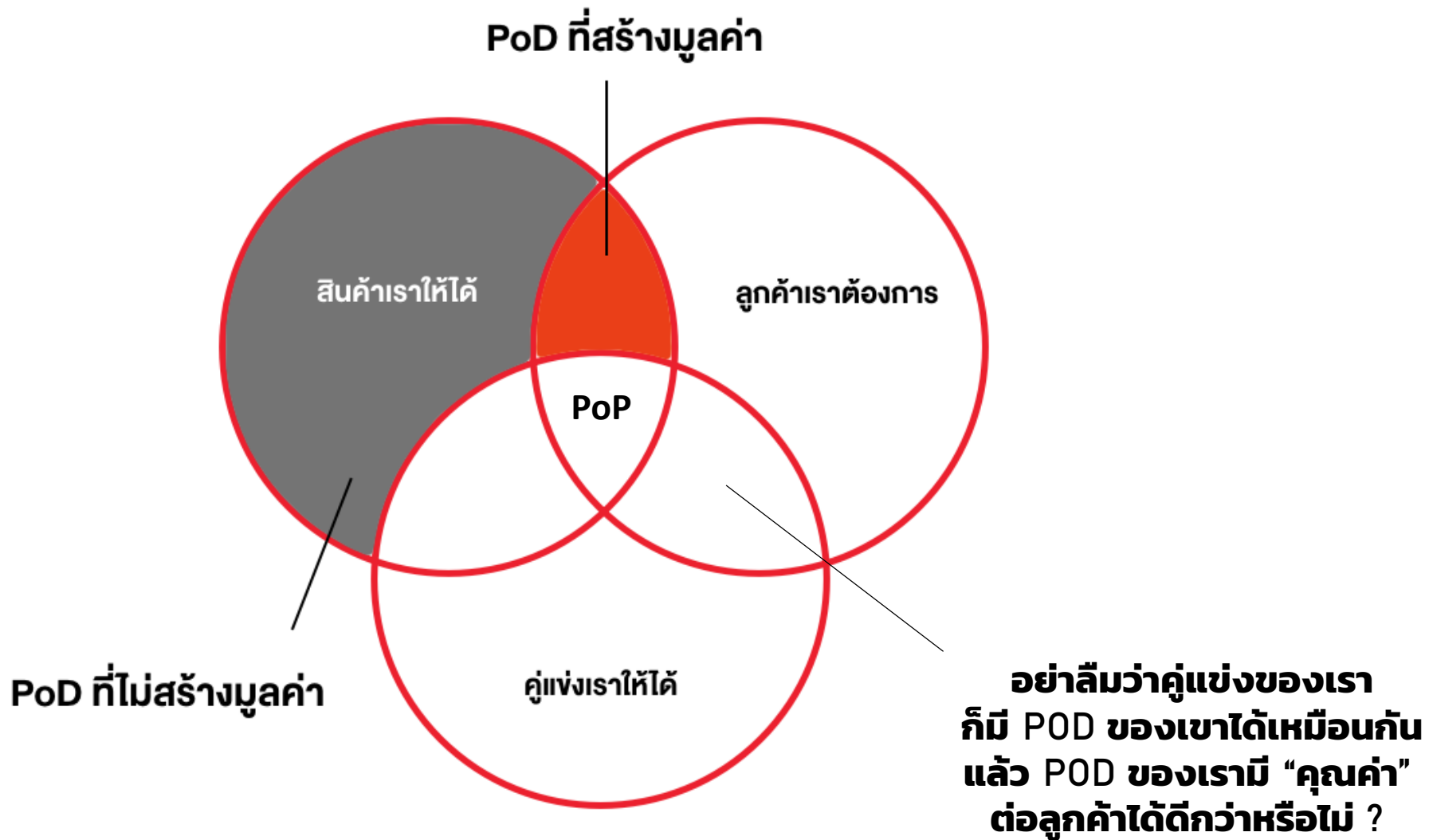
YOUR UNIQUE

Identifying MVP		Value Perception		Differentiate		Interviews	
Features	Importance for Customer (+3 & -3)	Customer Need	Customer Benefit	Technology (+3 & -3)	Competitor	Teknical	
Tech to Market				Solution - Market Fit		User	
TRL Level / Development Levels				Customer Segments			
Co-Innovators / Partners				Risk and Barriers			
		IPR Status					

Technology : Points of Difference (PODs)

Attributes that users strongly associate with technology, positively evaluate, and believe they could not find to the same extent with a competitive technology (or brand).

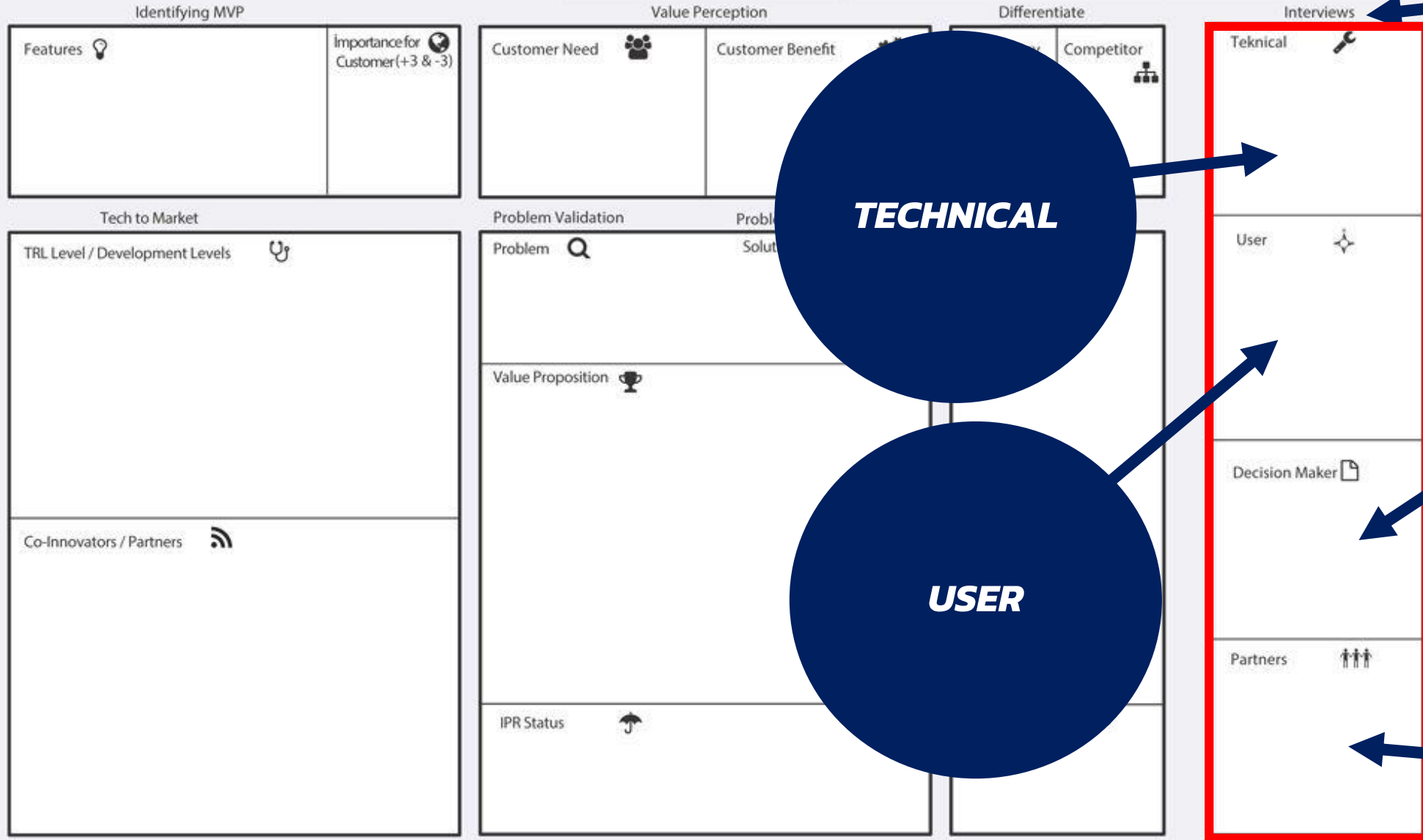
A list of Competitors



Technology Evaluation Canvas

PART 4

TESTING



TECHNICAL

USER

DICISION MAKER

PARTNERSS

Technology Evaluation Canvas

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PART 4

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Features	Importance for Customer(+3 & -3)	Customer Need	Customer Benefit	Technology (+3 & -3)	Competitor	Teknical
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TRL Level / Development Levels		Problem Solution		Customer Segments		Decision Maker
Co-Innovators / Partners		Value Proposition		Risk and Barriers		Partners
IPR Status						

**THEIR
WHO OPINIONS**

Technology Evaluation Canvas

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Designed For:

Date:

Version :



Identifying MVP

Features 	Importance for Customer (+3 & -3) 
--	---





Value Perception

Customer Need 	Customer Benefit 
---	--

Differentiate

Technology (+3 & -3) 	Competitor 
--	--



Interviews

Teknical 
User 
Decision Maker 
Partners 

PART 5

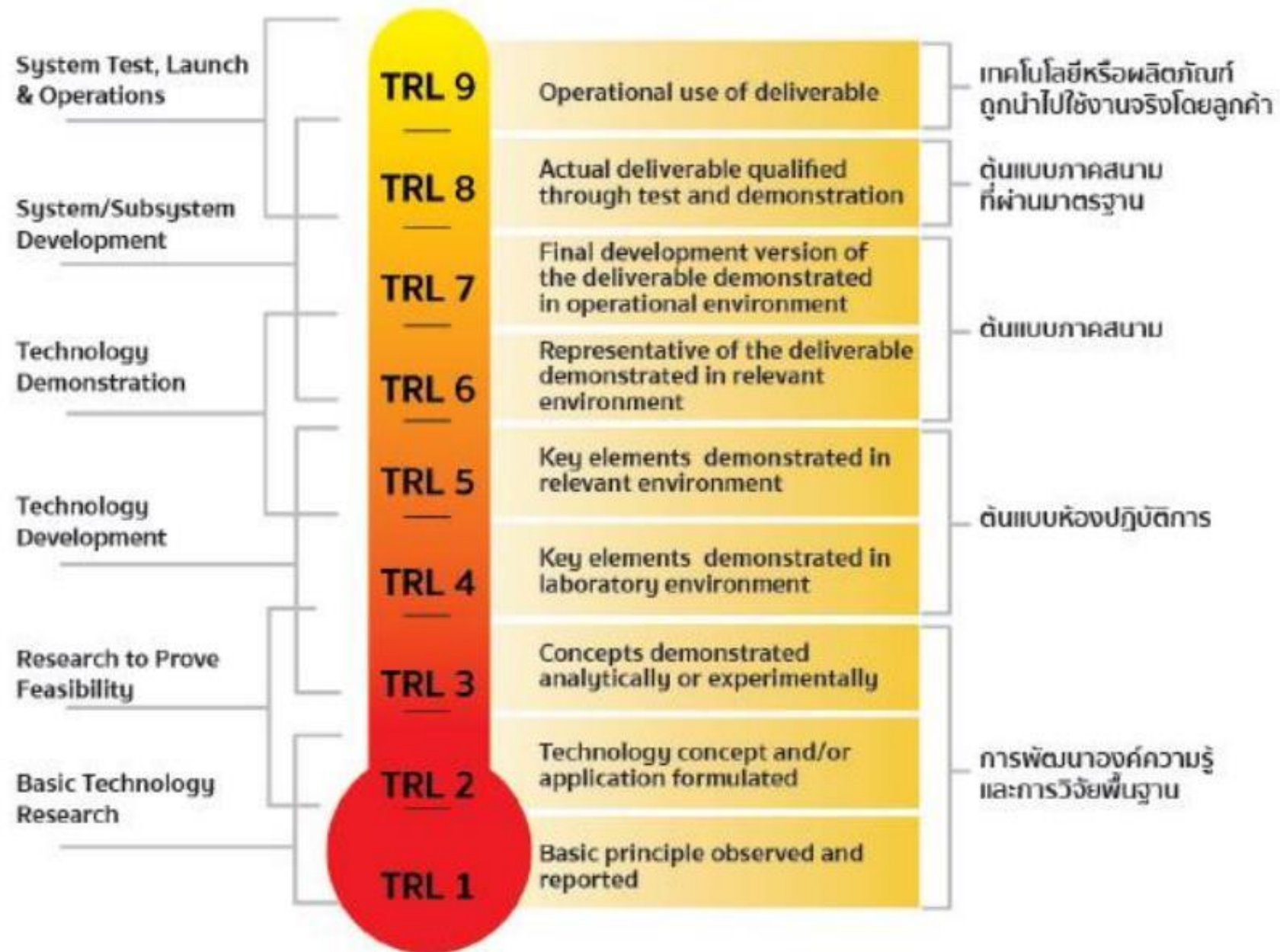
Technology to Market

Tech to Market

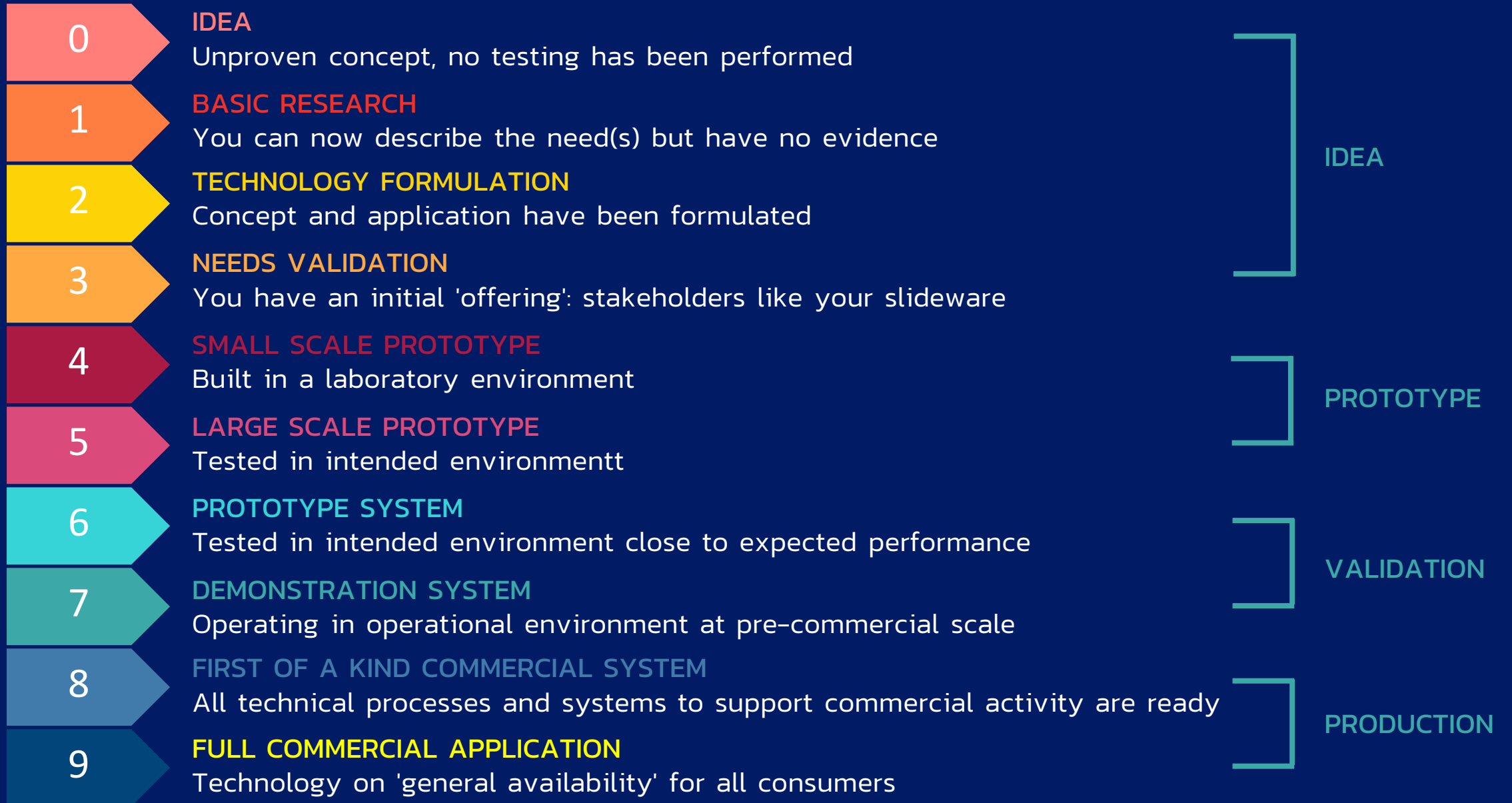
TRL Level / Development Levels 
Co-Innovators / Partners 

**Technology
Readiness
Level**

**Co-
Innovators
/Partners**



TECHNOLOGY READINESS LEVELS - TRL



Technology Readiness Level (TRL)

Investment Readiness Level (IRL)



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Date:

Identifying MVP		Value Perception		Differentiate	
Features	Importance for Customer (+3 & -3)	Customer Need	Customer Benefit	Technology (+3 & -3)	Competitor
Tech to Market		Problem Validation	Problem - Solution Fit	Solution - Market Fit	Use
TRL Level / Development Levels		Problem	Solution <input checked="" type="checkbox"/>	Customer Segments	
		Value Proposition			
		IPR Status		Risk and Barriers	

PART 6

Problem & Solution

Value Proposition

Intellectual Property Right Status

มันเป็นเรื่องของการ ตามหา “จุดลงตัว (FIT)”

เปลี่ยนจากความเชื่อ
เป็นความจริง “ไม่คิดไปเอง”

ผลิตภัณฑ์ที่ติดตลาดจริง
ถ้าหายไปลูกค้าเดือดร้อน ไม่พึงพอใจ

มีโมเดลธุรกิจที่สร้างรายได้
ทำกำไรได้จริง ขยายผลได้

1.
**PROBLEM
SOLUTION
FIT**

2.
**PRODUCT
MARKET
FIT**

3.
**BUSINESS
MODEL
FIT**

“บนหน้ากระดาษ”
โจทย์-วิธีแก้ ลงตัว

“ในตลาดจริง”
ผลิตภัณฑ์-ตลาด ลงตัว

“ในธนาคาร”
โมเดลธุรกิจลงตัว

หลักฐานยืนยัน

- ลูกค้าให้ความสำคัญกับงาน ปัญหา ประโยชน์ จริง
- ตรวจสอบมาแล้วจริง
- ตรวจสอบมาจำนวนมากพอ
- ตัวต้นแบบที่ทดสอบมาหลายครั้ง

หลักฐานยืนยัน

- ผลิตภัณฑ์และบริการที่เวิร์ค
- ได้รับการยอมรับจากตลาด
- ลูกค้ายินดีจ่าย
- มีลูกค้าจำนวนมากพอ

หลักฐานยืนยัน

- โมเดลธุรกิจที่เดินได้จริง
- บริหารและควบคุมต้นทุนได้
- สร้างรายได้ต่อเนื่อง
- มีกำไรเกิดขึ้น
- อัตรากำไรเพิ่มขึ้นต่อเนื่อง

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



Informs

The Elements of Value Pyramid

Products and services deliver fundamental elements of value that address four kinds of needs: functional, emotional, life changing, and social impact. In general, the more elements provided, the greater customers' loyalty and the higher the company's sustained revenue growth.

SOCIAL IMPACT

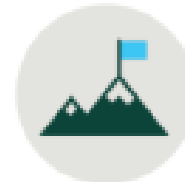


Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/
belonging



30 Elements of Value for Consumers*

B2C

Social Impact

- Self-Transcendence

Life Changing

- Provides Hope
- Self-Actualization
- Motivation
- Heirloom
- Affiliation and Belonging

Emotional

- Reduces Anxiety
- Rewards me
- Nostalgia
- Design/Aesthetics
- Badge Value
- Wellness
- Therapeutic Value
- Fun/Entertainment
- Attractiveness
- Provides Access

Functional

- Saves Time
- Simplifies
- Makes Money
- Reduces Risk
- Organizes
- Connects
- Reduces Effort
- Avoids Hassles
- Reduces Cost
- Quality
- Sensory Appeal
- Informs
- Integrates
- Variety

40 B2B Elements of Value*

B2B

Inspirational Value

- Vision
- Hope
- Social Responsibility

Individual Value

- Career**
- Marketability
 - Network Expansion
 - Reputational Assurance

- Personal**
- Design & Aesthetics
 - Fun & Perks
 - Growth & Development
 - Relaxed Anxiety

Productivity

- Time Savings
- Decreased Hassles
- Reduced Effort
- Information
- Transparency

Relationship

- Responsiveness
- Expertise
- Commitment
- Stability
- Culture Fit

Ease of Doing Business Value

- Operational**
- Connection
 - Integration
 - Organization
 - Simplification

Access

- Availability
- Variety
- Configurability

Strategic

- Risk Reduction
- Reach
- Flexibility
- Component Quality

Functional Value

- Economic**
- Improved Top Line
 - Cost Reduction

Performance

- Product Quality
- Scalability
- Innovation

Table Stakes

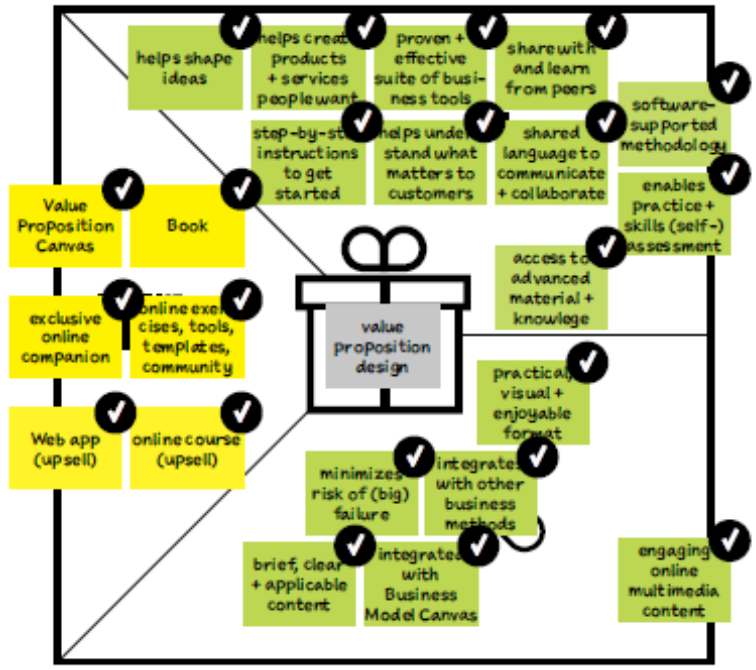
- Meets Specifications
- Acceptable Price
- Regulatory Compliance
- Ethical Standards

*Rotman Management

รายการ
"สินค้าและ
บริการ"
ทั้งหมดที่คุณ
ทำขึ้นมาเพื่อ
เสนอคุณค่า

Check marks signify that products and services relieve pains or create gains and directly address one of the customers' jobs, pains, or gains.

เพิ่มประโยชน์



แก้ปัญหา

ประโยชน์



งาน

Xs show which jobs, pains, and gains the value proposition does not address.

ปัญหา

Value Proposition Template

OBJECTIVE: Quickly generate potential value propositions

OUTCOME: Alternative prototypes in the form of “pitchable” sentences

Ad-Lib Value Proposition Template

Ad-Libs are a great way to quickly shape alternative directions for your value proposition. They force you to pinpoint how exactly you are going to create value. Prototype three to five different directions by filling out the blanks in the ad-lib below.

OBJECTIVE: _____

OUTCOME: _____

Our _____

help(s) _____

who want to _____

by _____

and _____.

(unlike _____)

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The future of business model innovation and strategy
Strategyzer
www.strategyzer.com/vpd

Ad-Lib Value Proposition Template

Ad-libs are a great way to quickly shape alternative directions for your value proposition. They force you to pinpoint how exactly you are going to creating value. Prototype three to five different directions by filling out the blanks in the ad-lib below.

OBJECTIVE
Quickly shape potential value proposition directions

OUTCOME
Alternative prototypes in the form of "pitchable" sentences

Our _____
Products and Services

help(s) _____
Customer Segment

who want to _____

_____ jobs to be done

by _____ verb (e.g., reducing, avoiding) _____ and a customer pain

and _____ verb (e.g., increasing, enabling) _____ and a customer gain

(unlike _____ competing value proposition **)**

EXERCISE Create Possibilities Quickly with Ad-Libs




82

OBJECTIVE
Quickly shape potential value proposition directions

OUTCOME
Alternative prototypes in the form of "pitchable" sentences

Ad-libs are a great way to quickly shape alternative directions for your value proposition. They force you to pinpoint how exactly you are going to create value. Prototype three to five different directions by filling out the blanks in the ad-lib below.

 [Download the template](#)

STRATEGYZER.COM / VPD / DESIGN / 2.1

Our _____ **help(s)** _____ **who**

products and services customer segment

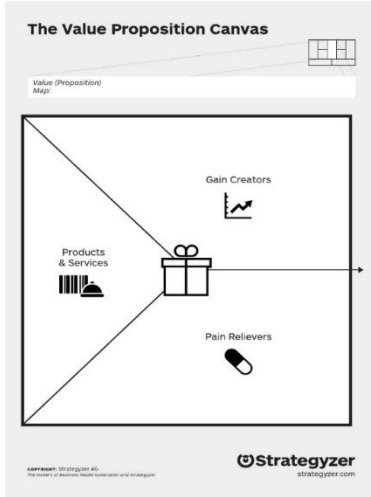
want to _____ **by** _____ **and**

jobs to be done your own verb (e.g., reducing, avoiding)

_____ **(** **unlike** _____ **)**

your own verb (e.g., increasing, enabling) competing value proposition

Tip
Add at the beginning or end of sentence:



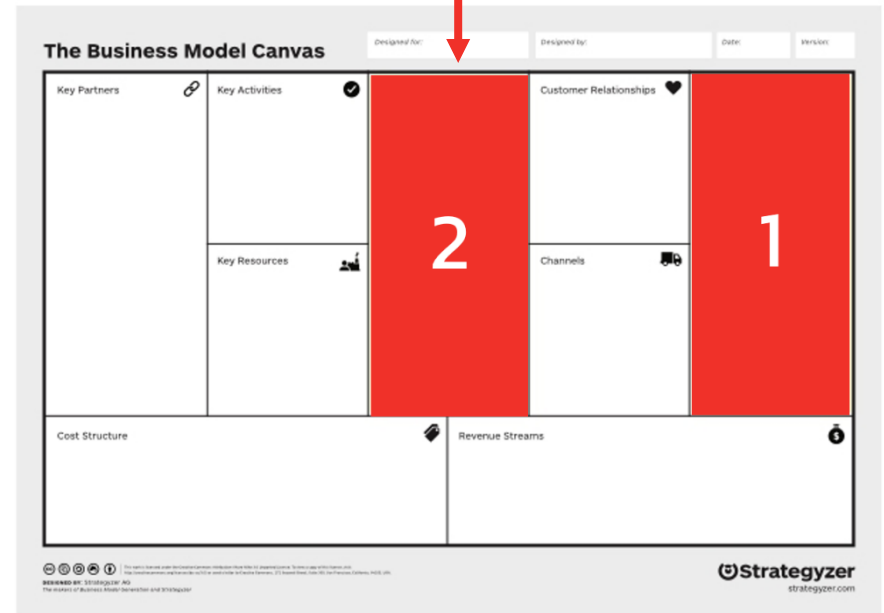
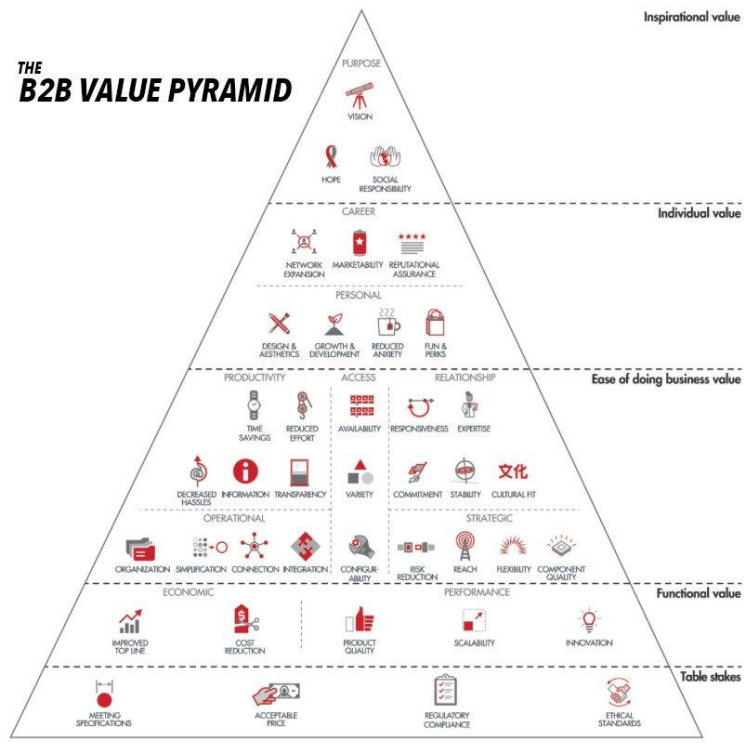
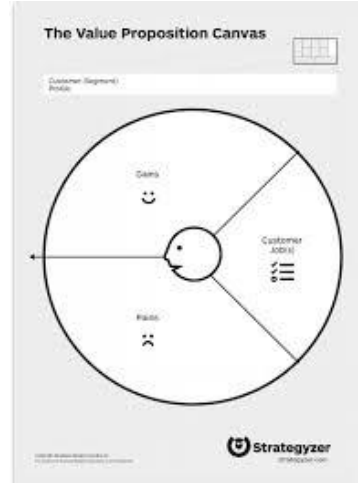
Ad-Lib Value Proposition Template

Ad-Libs are a great way to test alternative directions for your business. They force you to prepare, going to creating value. From different directions by filling in the blanks.

FIT

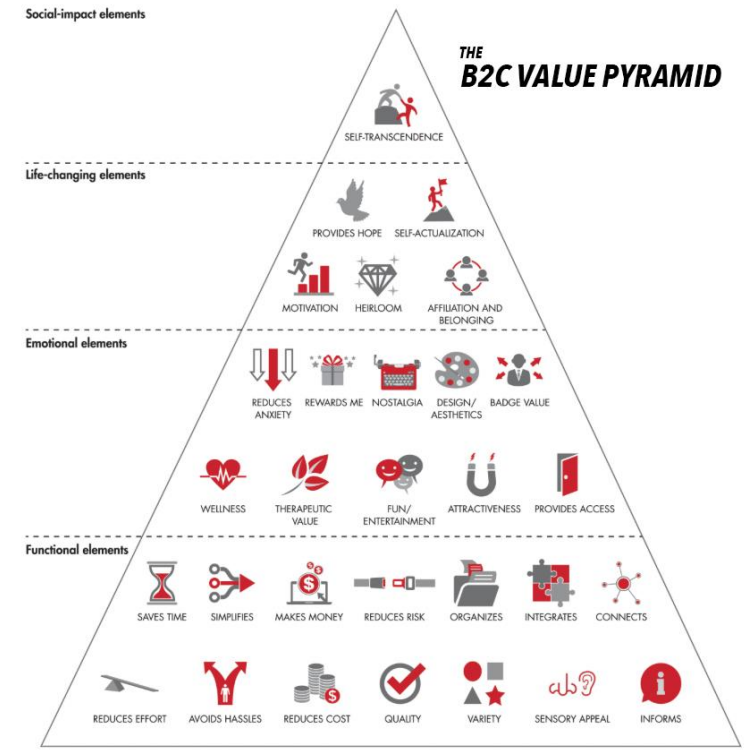
Our _____
 help(s) _____
 who want to _____
 by _____
 and _____
 (unlike _____)

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Business Model Canvas (BMC)


Value Proposition Design



Our Taxi Smartphone App


 Products and Services

help(s) Taxi passengers


 Customer Segment

who want to

book a taxi


 Jobs to be done


by minimizing waiting time for a taxi

 verb (e.g., reducing, avoiding)


 and a customer gain

and enjoying affordable prices .

 verb (e.g., increasing, enabling)

 and a customer gain

(unlike Typical taxi services by phone **)**

 competing value proposition

Our RFL Program

 Products and Services

help(s) Teachers

 Customer Segment

who want their students to become aware of the realities of the job market

 jobs to be done

by replacing old teaching methods

 verb (e.g., reducing, avoiding)

 and a customer pain

and gaining practical skills while also having fun .

 verb (e.g., increasing, enabling)

 and a customer gain

(unlike typical career counseling **)**

 competing value proposition

ประเภทของทรัพย์สินทางปัญญา

สิทธิบัตร / อนุสิทธิบัตร	ลิขสิทธิ์	เครื่องหมายการค้า	ความลับทางการค้า	สิ่งบ่งชี้ทางภูมิศาสตร์	ภูมิปัญญาท้องถิ่นไทย
ต้องยื่นขอรับการคุ้มครอง	ไม่จำเป็นต้องยื่นขอรับการคุ้มครอง (จดแจ้ง)	ต้องยื่นขอรับการคุ้มครอง	ไม่จำเป็นต้องยื่นขอรับการคุ้มครอง	ต้องยื่นขอรับการคุ้มครอง	จดแจ้ง
อายุการคุ้มครอง 20/10 ปี	อายุการคุ้มครองตลอดอายุของผู้สร้างสรรค์ + 50 ปี นับจากที่ผู้สร้างสรรค์เสียชีวิต	ต่ออายุได้ทุกๆ 10 ปี	ตราบเท่าที่ยังคงเป็นความลับอยู่	ตลอดไป (หากไม่ถูกระงับการใช้งาน)	ตลอดไป
คุ้มครองการประดิษฐ์ (ผลิตภัณฑ์กรรมวิธี และการใช้งาน)	คุ้มครองผลงานวรรณกรรม จิตรกรรม ประติมากรรม ภาพถ่าย ศิลปะประยุกต์	คุ้มครองสัญลักษณ์ เครื่องหมาย สี กลุ่มของสี ตัวอักษร	คุ้มครองข้อมูลความลับทางการค้า เช่น สูตรการผลิต ฐานข้อมูลลูกค้า	คุ้มครองผลผลิตที่มีความเกี่ยวข้องกับลักษณะทางภูมิศาสตร์	องค์ความรู้ของกลุ่มบุคคล ท้องถิ่น และ ศิลปะวัฒนธรรม พื้นบ้าน

(ดูจากล่างขึ้นบน)

Technology Evaluation Canvas

Designed By :

Designed For:

Date:

Version :

Identifying MVP		Value Perception		Differentiate		Interviews
Features	Importance for Customer (+3 & -3)	Customer Need	Customer Benefit	Technology (+3 & -3)	Competitor	Teknical
Tech to Market		Problem Validation		Problem - Solution Fit		User
TRL Level / Development Levels		Problem		Solution		Customer Segments
Co-Innovators / Partners		Value Proposition		Risk and Barriers		
IPR Status						Partners

PART 7

Risks & Barriers

Customer Segments





Demographics:

38, married, 2 children, \$98'000 income, etc.

Psychographics:

Hard-working, believes in meritocracy, supports gay marriage etc.

Behavior:

Marathon runner, dislikes watching TV, does homework with kids every day, etc.

Jobs-To-Be-Done:

Manage family, keep kids' grades up, keep up-to-date professionally, help project team hit deadlines, etc.



















Technology Evaluation Canvas

Designed By :

Designed For:

Date:

Version :

Identifying MVP		Value Perception		Differentiate		Interviews
Features 	Importance for Customer(+3 & -3) 	Customer Need 	Customer Benefit 	Technology (+3 & -3) 	Competitor 	Teknical 
Tech to Market		Problem Validation		Problem - Solution Fit		User
TRL Level / Development Levels 		Problem 		Solution 		
Co-Innovators / Partners 		Value Proposition 		Customer Segments 		Decision Maker 
		IPR Status 		Risk and Barriers 		Partners 

ANALYZE AND SEE THE SAME PICTURE OF

PROBLEM VALIDATION

"THE RIGHT PROBLEM TO SOLVE"

PROBLEM-SOLUTION FIT

"THE RIGHT SOLUTION AND OFFERINGS"

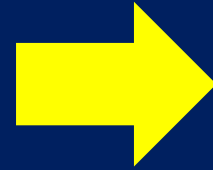
SOLUTION-MARKET FIT

"THE RIGHT MARKET AND STRATEGIES"

DIFFERENTIATE AND HARD TO COPY

"HOW WILL YOU STAY BETTER"

TECHNOLOGY
EVALUATION
CANVAS



TO MAKE
DECISIONS

**Whether your technology
should fit for ...**

- **Internal Use**
- **Commercialize**
- **Etc.**