

# Syllabus: Validation of the value proposition

BARÇA  
INNOVATION HUB  
Universitas



## SYLLABUS

---

- ≡ Objectives
- ≡ Skills
- ≡ Bibliography
- ≡ Criteria for participation and approval

## TEMARY

---

- ≡ Module 1. The value proposition and the Problem-Solution Fit
- ≡ Module 2. Validation tests and experiments
- ≡ Module 3. Minimum Viable Product
- ≡ Module 4. Market sizes and types

# Objectives

---

By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.


Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

## General objective

---

Learn about the method for validating a Value Proposition focused on validating hypothesis about the customer, the problem and the solution.

## Specific objectives

- 1 Learn about the value proposition and the problem-solution fit.
  - 2 Learn about the validation tests and experiments that are used.
- 

3

Understand how a solution is validated through the development of Minimum Viable Product (MVP).

4

Learn about the types of markets that can be found and the methodology to estimate their size.

**CONTINUE**

# Skills

---

The skills we hope you will develop throughout this course are:

## General skills (NO SE BORRA, SON LOS MISMOS PARA TODOS)

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

## Specific skills

---

Ability to understand the Value Proposition Validation process, identifying validation experiments that are used, how an MVP is developed and how the market is estimated.

CONTINUE

# Bibliography

---

## Module 1

**Burgstone, J. and Murphy, B.** (June 31st, 2012). Why customer pain your most important resource Retrieved from <https://www.fastcompany.com/1844165/why-customer-pain-your-most-important-resource>

**Iglesias, Y.** (n. d.). La entrevista en profundidad. Retrieved from <https://designthinking.gal/la-entrevista-en-profundidad/>

**J. Finkelstein** [User name]. (2007). Maslow pyramid [Image] Retrieved from [https://es.wikipedia.org/wiki/Pir%C3%A1mide\\_de\\_Maslow](https://es.wikipedia.org/wiki/Pir%C3%A1mide_de_Maslow)

**Macías, M.** (April 24th, 2012). Cómo formular la propuesta de valor de mi modelo de negocios. Retrieved from <http://advenio.es/como-formular-la-propuesta-de-valor-de-mi-modelo-de-negocio/>

**Myers, E.** (n. d.). Pain point discovery. Retrieved from <https://www.outboundengine.com/blog/pain-point-discovery/>

**Piqueras, C.** (October 14th, 2014). El mayor listado de preguntas en Coaching. Retrieved from <https://www.cesarpiqueras.com/preguntas-en-coaching/>

**Osterwalder, A., Pigneur, Y., Bernarda, G., and Smith, A.** (2015). Diseñando la propuesta de valor. Barcelona, ES: Deusto.

**Ries, E.** (2013). El método Lean Startup: Cómo crear empresas de éxito utilizando la innovación continua. Barcelona, ES: Deusto.

## **Module 2**

**Blank, S. and Dorf, B.** (2013). El manual del emprendedor: La guía paso a paso para crear una gran empresa. Barcelona, ES: Centro Libros PAPER.

**Como validar tu Producto Mínimo Viable (PMV).** (n. d.). Retrieved from <http://advenio.es/como-validar-tu-producto-minimo-viable-pmv/>

**Maurya, A.** (2014). Running Lean. La Rioja, ES: Unir.

**Ries, E.** (2013). El método Lean startup: Cómo crear empresas de éxito utilizando la innovación continua. Barcelona, ES: Deusto.

**Ries, E.** (n. d.). Workshop Lean startup machine. Retrieved from <https://www.leanstartupmachine.com/>

## **Module 3**

**Blank, S. and Dorf, B.** (2013). El manual del emprendedor: La guía paso a paso para crear una gran empresa. Barcelona, ES: Centro Libros PAPER.

**Hernández de Rojas F.** (2016). ¡"Traiciona" o muere! Nociones sobre emprendimiento digital. <https://www.slideshare.net/TelefonicaGrandesClientes/ebook-emprendimiento-digital>

**Logan Bada** [User name]. (April 27th, 2011). Drop Box in Spanish [YouTube video]. Retrieved from <https://www.youtube.com/watch?v=JWot760x2pA>

**Macías, M.** (2017). How not to build a MINIMUM VIABLE PRODUCT [Image]. Retrieved from <https://hackernoon.com/mvp-paradox-and-what-most-founders-need-to-be-aware-of-3a5f8c3acb76>

**Novastunna** [User name]. (2013). App design mock up [Image]. Retrieved from <https://novastunna.deviantart.com/art/App-design-mock-up-369514870>

**Ries, E.** (2013). El método Lean Startup: Cómo crear empresas de éxito utilizando la innovación continua. Barcelona, ES: Deusto.

#### **Module 4**

**Blank, S. and Dorf, B.** (2013). El manual del emprendedor: La guía paso a paso para crear una gran empresa. Barcelona, ES: Centro Libros PAPER.

**Macías, M.** (September 28th, 2014). El tamaño (de mercado) sí que importa. Retrieved from <http://advenio.es/el-tamano-de-mercado-si-que-importa/>

**Megías, J.** (2014). Una estrategia para calcular el tamaño de mercado: TAM, SAM y SOM. Retrieved from: <https://javiermegias.com/blog/2014/03/calcular-tamano-mercado-tam-sam-som/>

**Prim, A., and Hernández, M.** (n. d.). Early Adopters: 5 Claves para detectar a tus primeros clientes. Retrieved from <http://innokabi.com/early-adopters-5-claves-para-detectar-a-tus-primeros-clientes/>

**Thiel, P.** (2014). De cero a uno: como inventar el futuro. España. Gestión 2000.

**CONTINUE**

# Criteria for participation and approval

---

## Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

## Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

**CONTINUE**

# Module 1. The value proposition and the Problem-Solution Fit

---

**Unit 1.1 Concepts**

**Unit 1.2 Pain Points**

**CONTINUE**

## Module 2. Validation tests and experiments

---

**Unit 2.1 Key hypothesis for your start-up validation**

**Unit 2.2 Validation tests and experiments**

**CONTINUE**

# Module 3. Minimum Viable Product

---

**Unit 3.1 Minimum Viable Product (MVP) concept**

**Unit 3.2 MVP classification into generative or evaluative**

**CONTINUE**

# Module 4. Market sizes and types

---

**Unit 4.1 Market concept for new start-ups**

**Unit 4.2 Methodology to estimate the size of the market**