

UNLOCK THE POTENTIAL OF YOUR RESEARCH WITH THE VALUE PROPOSITION CANVAS (VPC)

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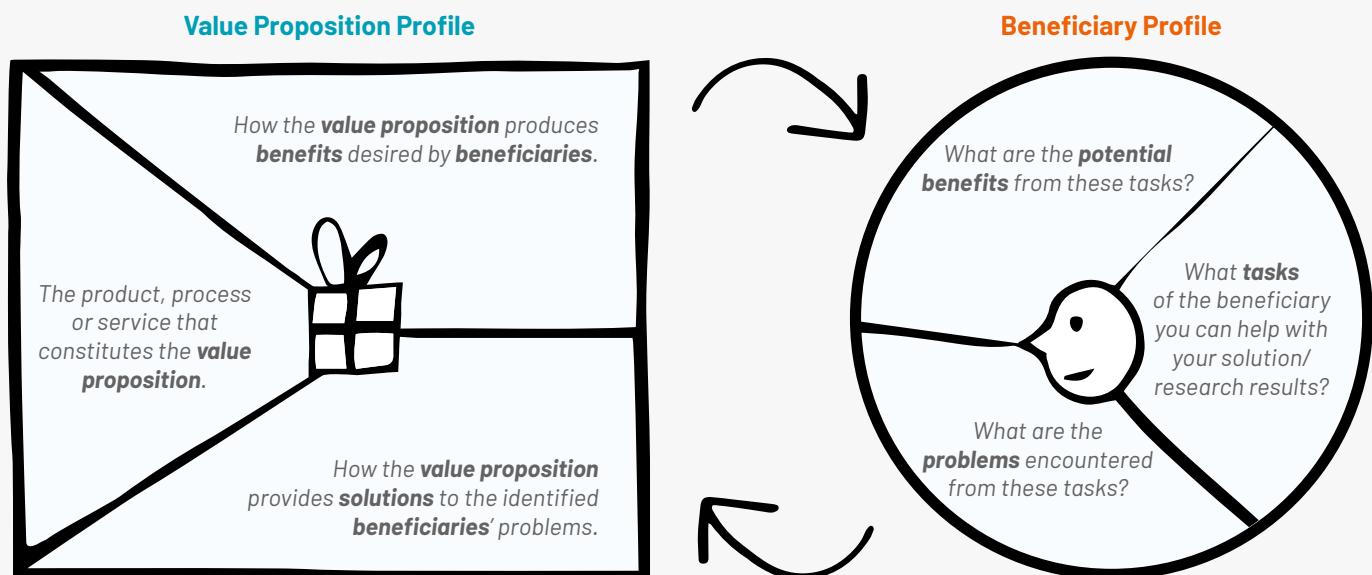
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As a university researcher, you are also a player in the third mission of universities, which is to ensure the societal impact of your research work. One approach that could be beneficial in helping you achieve this objective is the Value Proposition Canvas. This method, popularised by Alexander Osterwalder and Yves Pigneur in their book "Business Model Generation", offers a strategic vision for understanding and creating value for your stakeholders. Let's explore the fundamental principles of the Value Proposition Canvas and highlight its benefits for your research activities.

WHAT IS THE VALUE PROPOSITION CANVAS?

The Value Proposition Canvas is a visualisation tool for analysing and identifying potential values for your key stakeholders. It is based on two essential components: the "Beneficiary Profile" and the "Value Proposition Profile".

- The **"Beneficiary Profile"** is a way of understanding your (future) value partners, including their needs, aspirations, issues and behaviours. It is essential to understand your end-users and the players involved in the research process in order to propose a relevant and attractive value proposition.
- The **"Value Proposition Profile"** is the counterpart to the "Customer Profile". It enables you to define and clarify your value proposition, i.e., the set of characteristics, benefits and solutions that your research can bring to your stakeholders. It is about identifying how your work can solve the problems of your end-users or offer new opportunities.



WHY?

The *Value Proposition Canvas* is relevant to you as an academic researcher because it focuses on user orientation and creating value for your stakeholders. By understanding the needs and problems of your end-users, you can tailor your research to deliver more relevant and meaningful results. This can also lead to more concrete knowledge transfer opportunities and improved collaboration with industry or other partners.

HOW?

The *Value Proposition Canvas* can be used at different stages of your research:

1. Problem identification:

By analysing the profiles of your end-users, you can identify the key problems they face. This can help you to focus your research on areas where you can bring real added value, and to find the right partners to carry it out.

2. Co-creation with stakeholders:

By involving your stakeholders in the research process from the outset, you can ensure that your work meets their expectations and specific needs. Co-creation helps to increase the relevance and applicability of your research results.

3. Communication and dissemination of results:

the *Value Proposition Canvas* can also help you to communicate the results of your research effectively by focusing on the advantages and benefits for your stakeholders. This will facilitate the dissemination and adoption of your work.

The *Value Proposition Canvas* is a powerful tool for improving the impact of your research by focusing on value for your key stakeholders. By understanding the needs and problems of your end-users and tailoring your work accordingly, you can create more relevant and meaningful research results. This strategic approach will help you maximise the impact of your research.

Contact your **Knowledge Transfer Office** for potential collaboration and knowledge transfer opportunities.

USEFUL LINKS

- [Official Value Proposition Canvas website](#)
- [Video explaining the Value Proposition Canvas](#)
- [Book explaining the Value Proposition Canvas](#)

CONTACT

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