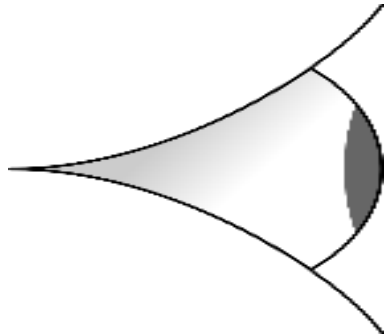


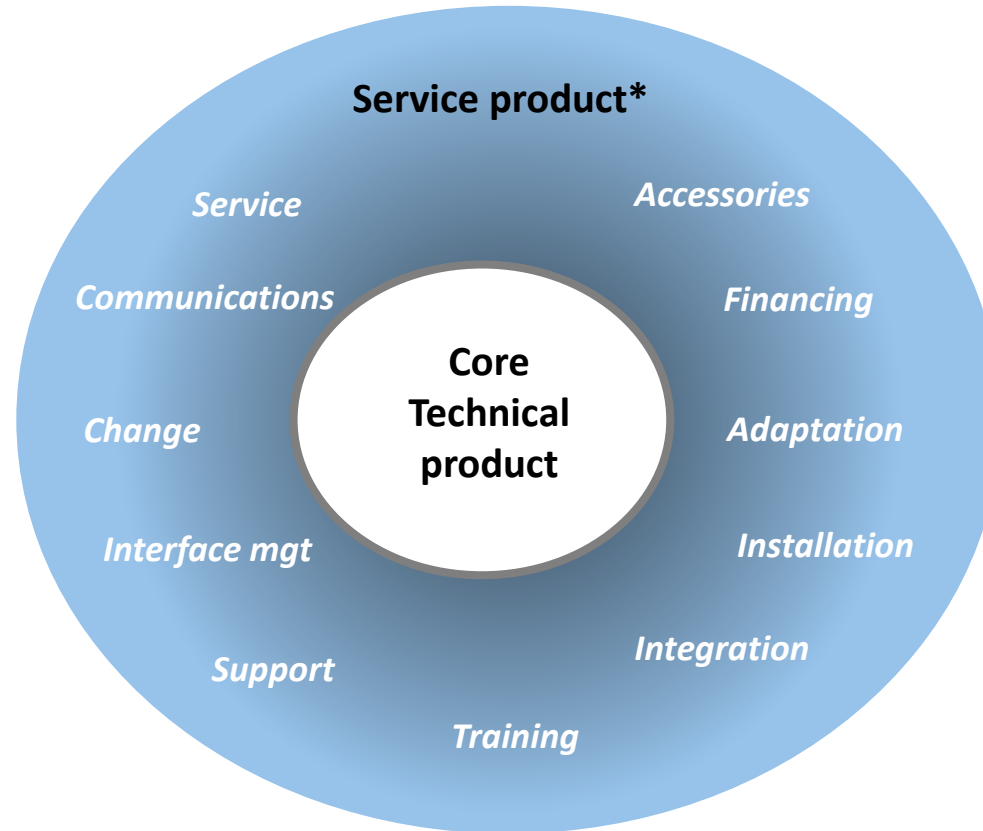
Changeware Workshop - From User focus to large company Customer focus

Value proposition

Seed level



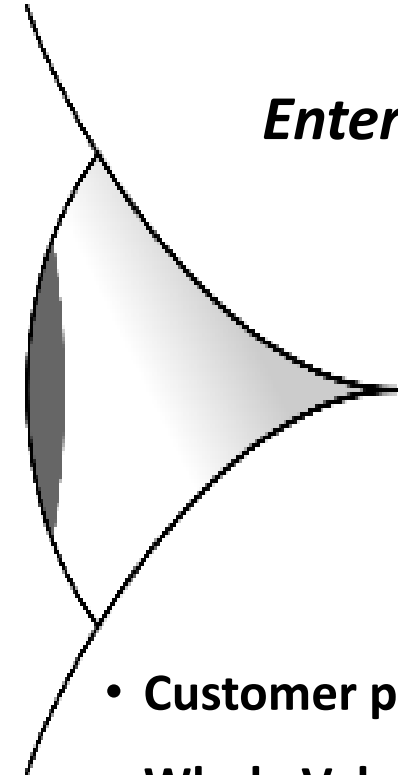
- User perspective
- Technical Product
- Costs
- Use Case



* Examples of Service elements

Changeware Workshop

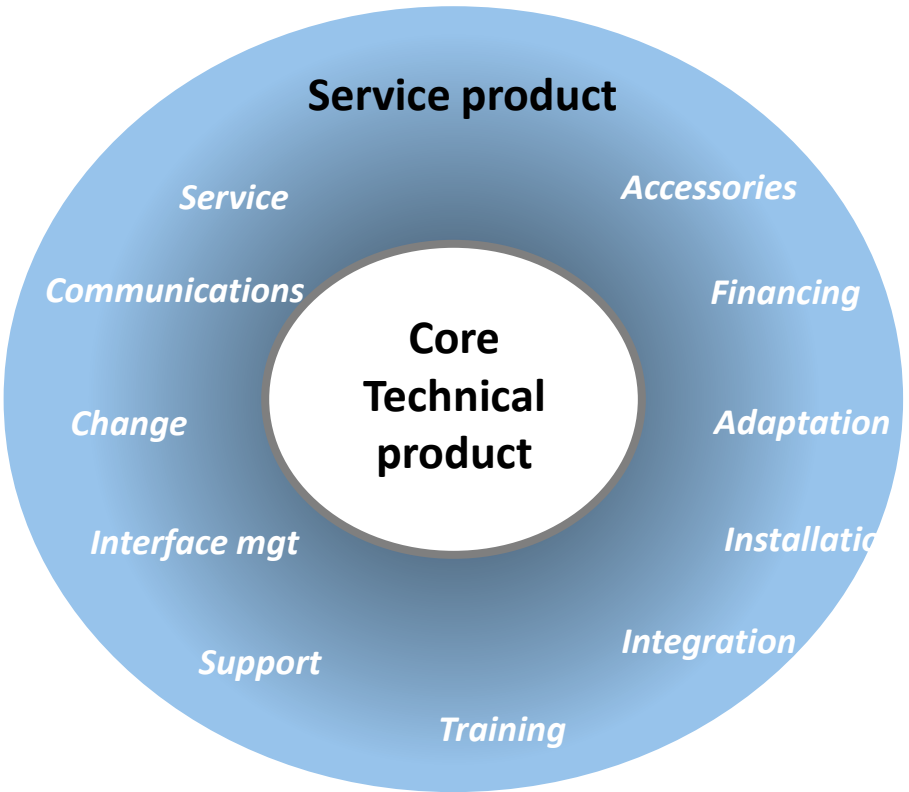
Enterprise level



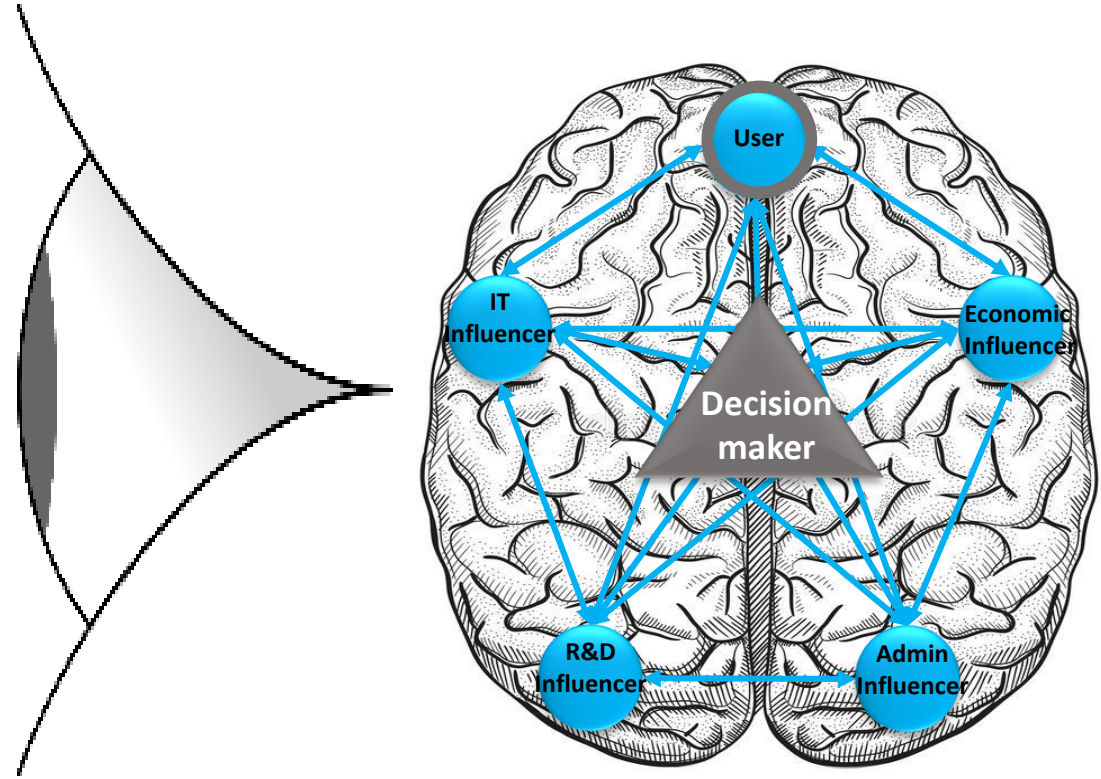
- Customer perspective
- Whole Value proposition
- Investment
- Business Case

Our framework gives BtB Startups a deeper understanding of large company purchasing complexity

Value proposition



Customer perspective



Complex organizational challenges to Scale Sales beyond initial User Pilots

Changeware Workshop identifies Growth opportunities and translates into Actionable Milestones

Process



Deliverables

	Status	Gap	Key Actions	Quick Hits	Growth potential
<i>Faster Go to Market process</i>					
<i>Stronger Service Offerings</i>					
<i>Better Ecosystem relationships</i>					
<i>Culture and Competences</i>					
<i>Way Forward</i>	Update Business Model Canvas		Design Business Action Canvas		

Business Action Canvas secures alignment between Vision and Actions!

A way to summarize Changeware....

