

## VALUE CREATION

Dr. Alex Coman

Fall Semester

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Office Hours: after class

### Course aims:

- Visualizing a venture's ecosystem
- Locating value sweet-spots
- Designing a venture's supply chain.

### Short description:

Students learn how to map the Arena for their business venture. The Arena is used to design the product strategy and assess the value potential of opportunities. Students gain a coherent toolkit for the diagnosis of organizational strengths and weaknesses, and the creative generation of options in the supply chain Arena. Issues covered include: focus applying the Pareto principle using the Ease/Value model; innovation funnel management; Kaizen; Six Sigma; Key-Performance-Indicators; gap analysis and quality assurance.

### The ten commandments of the Startup Nation:

1. Disruptive leadership: identify megatrends that disrupt the Arena and surf them.  
[https://www.youtube.com/watch?v=BLyu2it\\_4u8&t=101s](https://www.youtube.com/watch?v=BLyu2it_4u8&t=101s)
2. Veni Vidi Vici: Draw the Arena: the value creation ecosystem.  
<https://www.youtube.com/watch?v=kR9htSuqFiU&t=1s>
3. Xenogamy: the creativity mechanism.
4. Opportunities: Generate ideas; Invest into the innovation funnel; Focus Matrix.
5. Assess the value of your ideas – Total Addressable Market/Recurring Revenue Per User.
6. Gap Analysis: What are your Core Competencies and Root Causes vis-à-vis Key Success Factors in your Arena?
7. Focus: extended Pareto methodology.
8. Product Attack angle: Generic/Specific strategies, Chasms, Quality Function Deployment. <https://www.youtube.com/watch?v=rbBg-6LSHZo&t=343s>
9. P4A: process design and aggressive learning curve. Process, Key Performance Indicators, Pareto, Problems – Ishikawa, Action.
10. Gate and Gear: managing Bottlenecks using the Theory Of Constraints.

**Assessment:**

Arena mandatory group assignments – Pass/Fail

Midterm: forecasting assignment – 10%

Final group project (2 students) – 40%

Final in-class exam – 50%

**Attendance:**

Attendance is mandatory. Students are permitted a maximum of three absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.

**Academic conduct:**

Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.

All phones turned off while in class and turn off all electronic apparatus unless used for taking notes.