



VPC CHALLENGE

2021

Background

The SEP Value Proposition Canvas (VPC) Challenge is a unique opportunity for Mississippi high school student teams to compete for a share of \$750 in cash prizes, make a difference in their communities, and prepare for the T-Mobile 2021 Changemaker Challenge.

T-Mobile is looking for high school students with innovative ideas that focus on Technology, the Environment, or Education – all with an eye towards creating more connected, sustainable, and informed communities. Teams with winning ideas will receive an all-expenses paid trip to Bellevue, WA for a three-day intensive Changemaker Lab workshop hosted at T-Mobile's headquarters along with ongoing mentorship, skills development, and up to \$15,000 in seed funding to supercharge their ideas.

<https://www.t-mobile.com/changemaker>

VPC Challenge Instructions

1. In teams of 2-4 students, identify a real **need** within your community, specifically in the area of Technology, Environment, or Education.
2. Review the Submission Form, Value Proposition Canvas (VPC), and Definitions to understand how they each fit together.
3. Work through the VPC step-by-step (1-6) to **design** an ideal Product or Service to help fill that need.
4. Submit your completed VPC and Submission Form to the SEP by 11:59 PM (CST) on Wednesday, **March 31**, 2021.

Questions? Contact James Wilcox at james.b.wilcox@usm.edu.

Submission Form

SCHOOL

STUDENT #1

STUDENT #2

STUDENT #3 *(Optional)*

STUDENT #4 *(Optional)*

PROBLEM DESCRIPTION - What need have you identified in your community?

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CUSTOMER - Who in your community will benefit most from a Solution to this problem?
Be specific (e.g., female entrepreneurs, homeless veterans, parents of students with developmental disabilities, students without WiF at home).

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FOCUS AREA - What is the primary focus of your proposed Solution (Product/Service)?

- Technology** - is an idea or solution that uses technology as a force for good
- Environment** - is an idea or solution that improves the health of our planet
- Education** - is an idea or solution that fuels all types of learning both in and outside of the classroom

VALUE CREATION - What do you think your Customer will value most about your proposed Solution (Product/Service)? How would you confirm this?

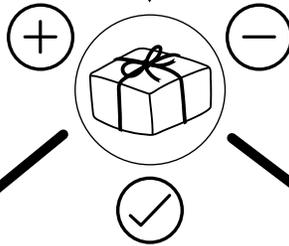
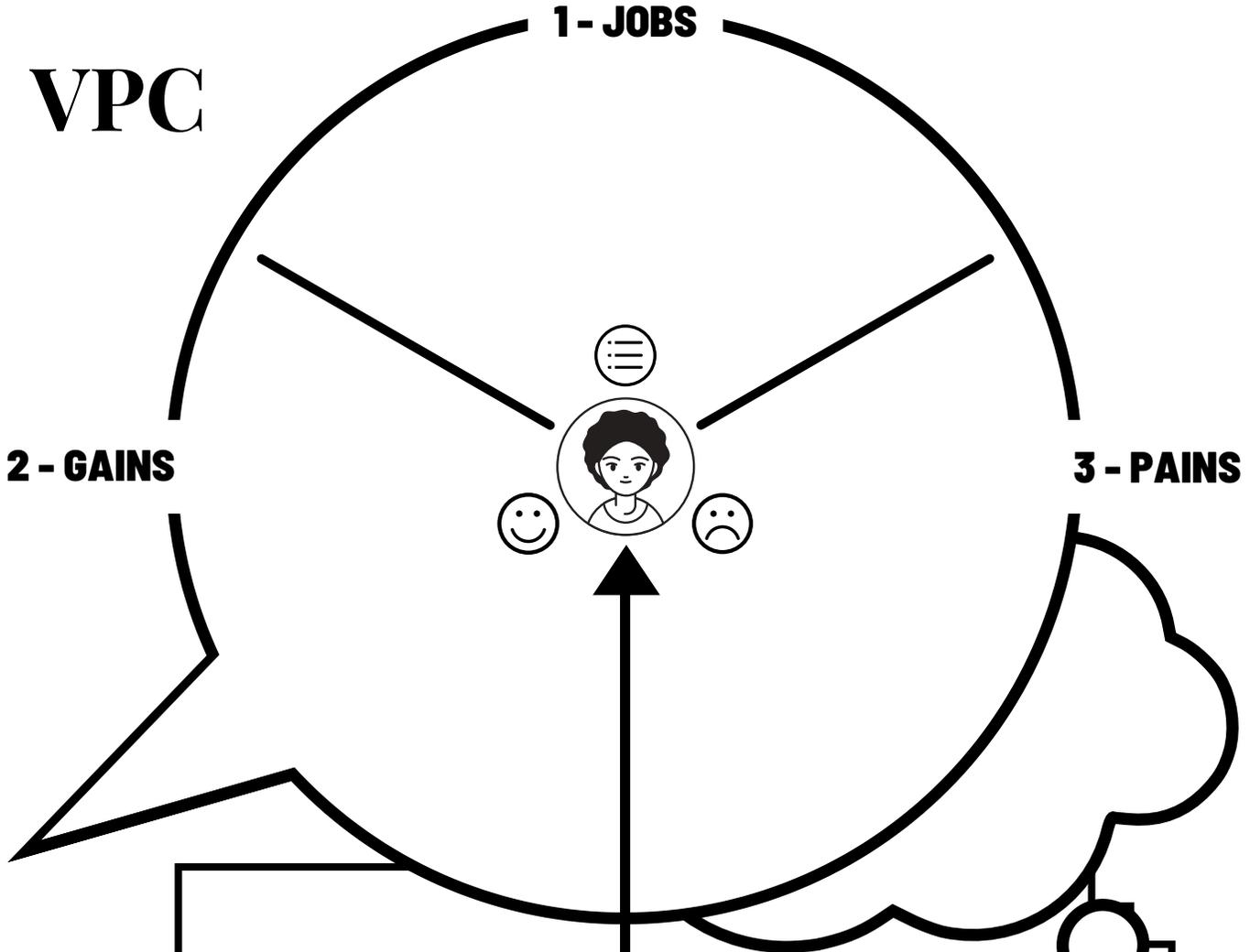
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VPC

1 - JOBS

2 - GAINS

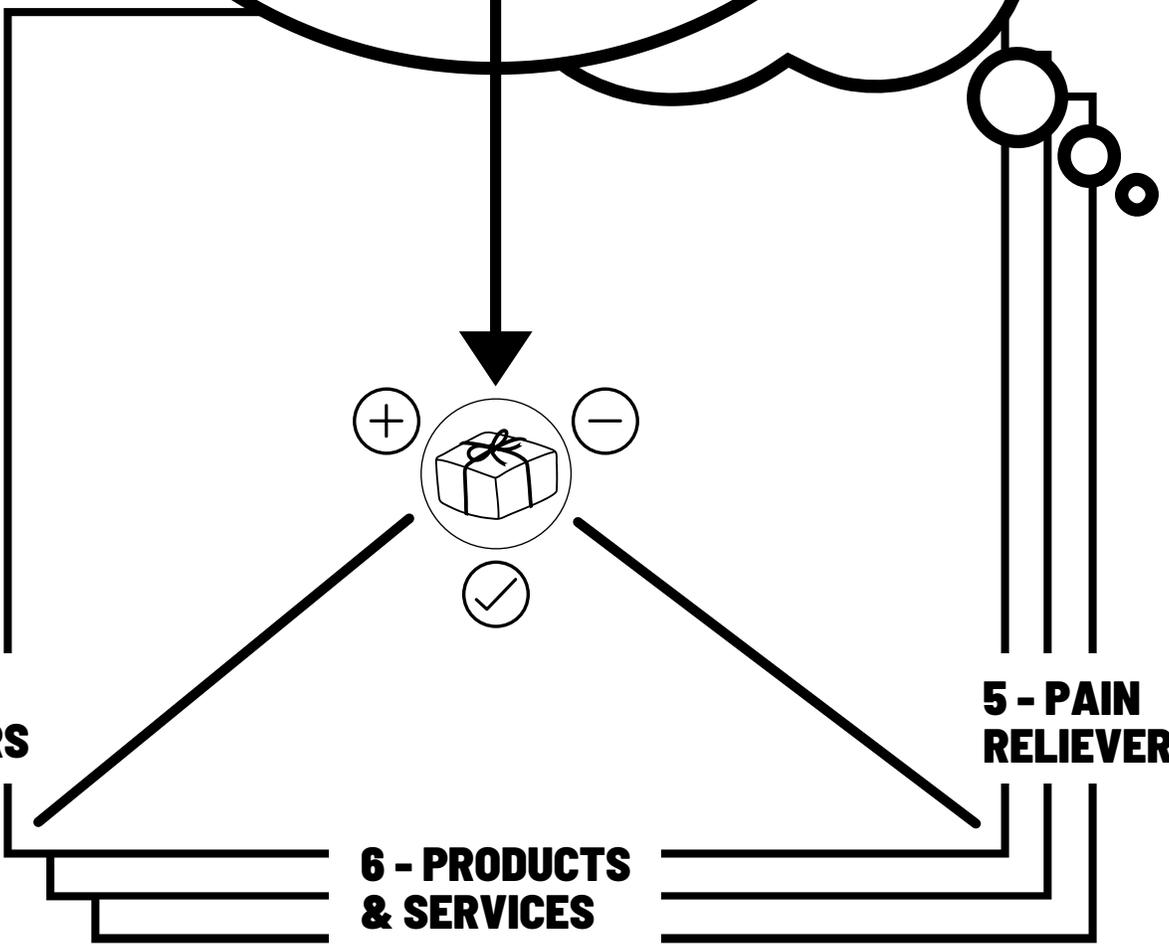
3 - PAINS



4 - GAIN
CREATORS

5 - PAIN
RELIEVERS

6 - PRODUCTS
& SERVICES



Definitions

Here is a quick reference guide to the icons and terms used on the Value Proposition Canvas (VPC).



1 - JOBS is a bulleted list of things that the Customer is trying to achieve through their work and in their lives (e.g., studying for exams, feeling secure, being viewed as smart/successful).



2 - GAINS is a bulleted list of any benefits that the Customer might experience from their Jobs (e.g., making Honor Roll, getting accepted into a good college)



3 - PAINS is a bulleted list of any annoyances or obstacles that the customer experiences as part of their Jobs (e.g., completing classes virtually, missing big events with friends)

NOTE: Jobs, Gains, and Pains all represent active experiences. Each bullet should begin with an action verb ending in *-ing* (see examples above).



4 - GAIN CREATORS is a bulleted list of ways that an ideal Solution could improve upon the Customer's identified Gains (e.g., adds you to Honor Roll faster, boosts your acceptance at top universities).



5 - PAIN RELIEVERS is a bulleted list of ways that an ideal Solution could help reduce the Customer's identified Pains (e.g., makes virtual classes feel like face-to-face, reduces time needed for studying).

NOTE: Gain Creators and Pain Relievers aren't "things" but rather describe what the ideal Solution **does**. Together, they serve as a "desired features" list for a Solution. Each bullet should begin with an action verb ending in *-s* (see examples above).



6 - PRODUCTS & SERVICES describes an ideal Solution that delivers your proposed Gain Creators and Pain Relievers. The Solution likely won't feature all of the proposed Creators/Relievers but should address those of highest value and priority to the Customer.