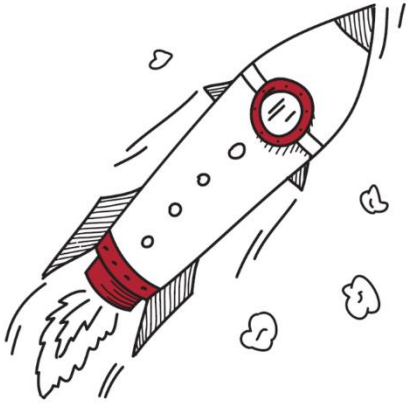


Aluflexpack Innovation **challenge #3**

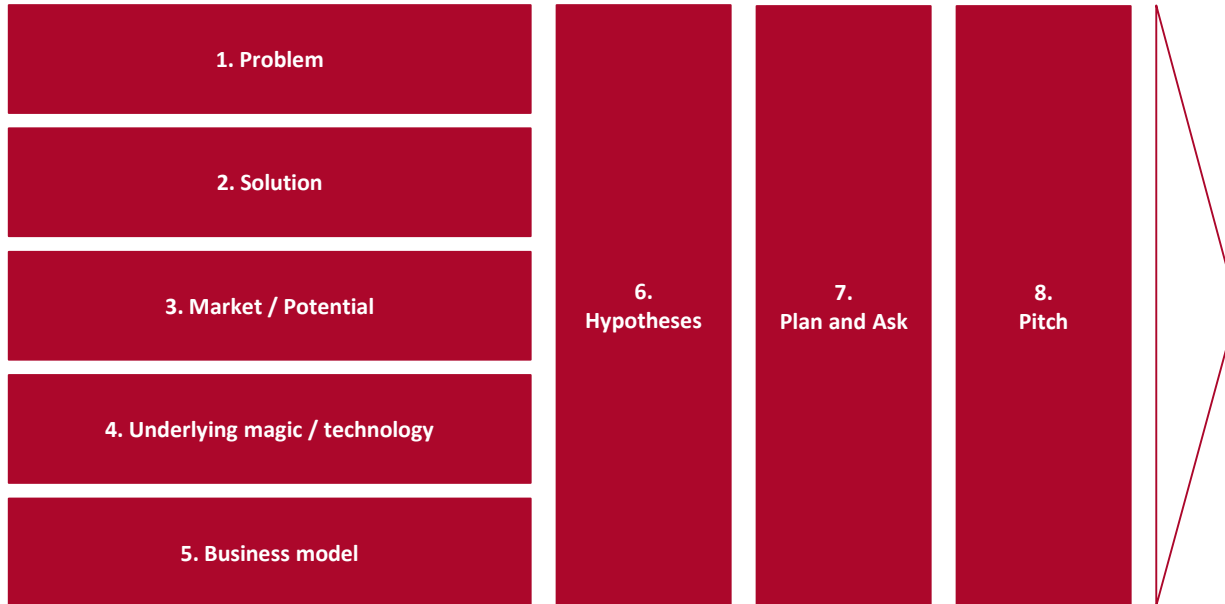


Learnings and next steps

12 September 2024

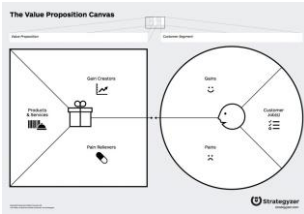
“We become the most integrated success maker for a lasting packaging experience!”

A framework for maturing ideas

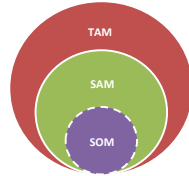


Tools

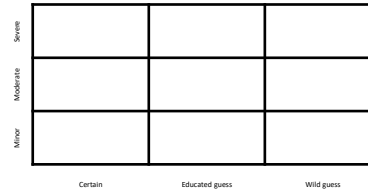
VALUE PROPOSITION CANVAS



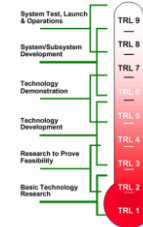
TAM, SAM, SOM



HYPOTHESIS MAP



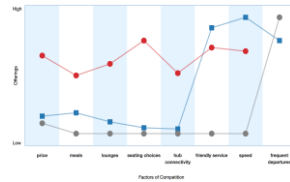
TRL



BUSINESS MODEL CANVAS



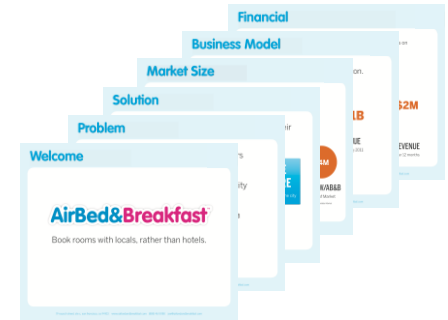
POSITIONING CANVAS



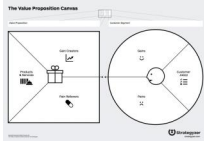
TEST CARDS



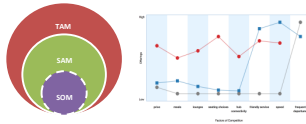
PITCH DECK TEMPLATE



Key learnings



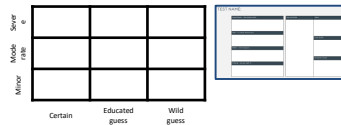
- Focus on the problem/need first – the “why”
- Be specific!
- Focus on what the solution does (rather than what it is)



- Find a big wave to ride
- Consider the benefits of your solution, compared to today/non-consumption



- Outline the specifications of your business models, compared to the existing business model
- Consider what is needed to realise your solution

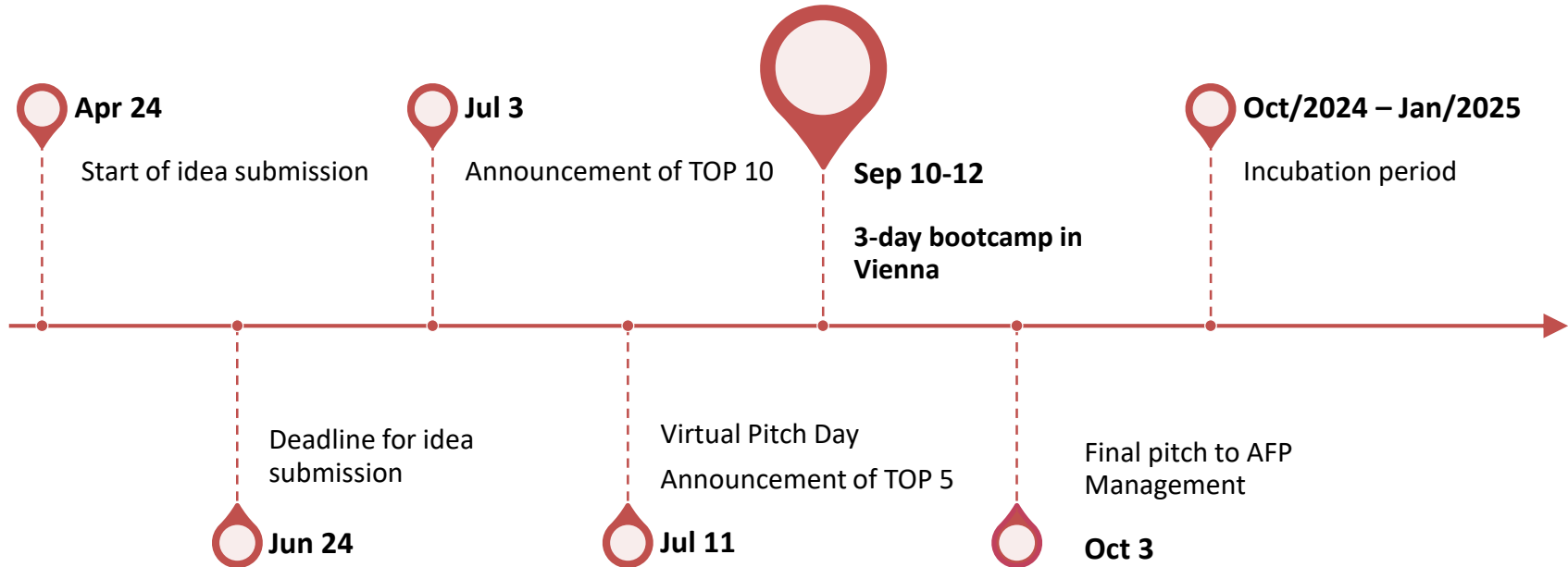


- Draw about the hypotheses made about the market
- Test the most critical hypotheses first
- Start testing early on – by spending as little as possible



- Don't tell the whole story – focus on the essentials
- Clarify the next steps
- Practice and repeat

Timeline



Next steps

- **Continue shaping your idea**
 - Based on the discussions during the workshop and feedback from the Dragon's Den
- **Continue developing your pitch**
 - Based on the workshop and feedback from the Dragon's Den
- **Start exploring / testing hypotheses**
 - Where possible, start testing your hypotheses:
 - Market
 - Technology
 - Business model
 - Sustainability
- ...