



Pricing Menu for Value Design® Services

Prix fixe packages:

Full Value Design® (full *à la carte* menu + detailed written report of findings + *value effects* summary)

Executive Summary Value Design® (full *à la carte* menu + executive summary + *value effects* summary)

Blue Ocean Package (all Blue Ocean components + executive summary + *value effects* summary)

Value Proposition & Business Model Package (all Value Proposition and Business Model components + executive summary + *value effects* summary)

Storytelling Package (textual + quantitative storytelling components + executive summary + *value effects* summary)

Quantitative Modeling Package (financial + valuation modeling components + executive summary + *value effects* summary)

Value-Creating Flexibility Package (flexibility components + executive summary + *value effects* summary)

Leadership Renewal Package (all leadership renewal components + executive summary + *value effects* summary)

Prix fixe packages have a standard set of components, level of detail, and format.

À la carte components:

All components include a *value effects* exercise where the client ties the work done in the component to company/project value.

Blue Ocean studies:

“Pioneer-Migrator-Settler” mapping

“Strategy Canvas” mapping

“Buyer Utility” mapping”

“Three Tiers of Noncustomers” mapping

“Six Paths” mapping

*“Four Actions Framework” mapping

Value Proposition Design studies (Design, Test, Evolve):

“Customer Profile” exercises

“Value Map” exercises

*“Fit” exercises

Business Model Generation studies (Working through the Business Model Canvas)

Storytelling:

Telling powerful company/project stories

Storytelling through the visual display of quantitative information

Modeling:

Exercises in financial modeling

Exercises in valuation modeling

Exploring the use of value-creating flexibility (to be announced)

Leadership Renewal (to be announced)

The *à la carte* components marked with an asterisk (*) can only be purchased in conjunction with other specified components.

Actual prix fixe and à la carte prices available upon request.