

**Online PGDM  
First Year, Trimester 1, Oct 2023**

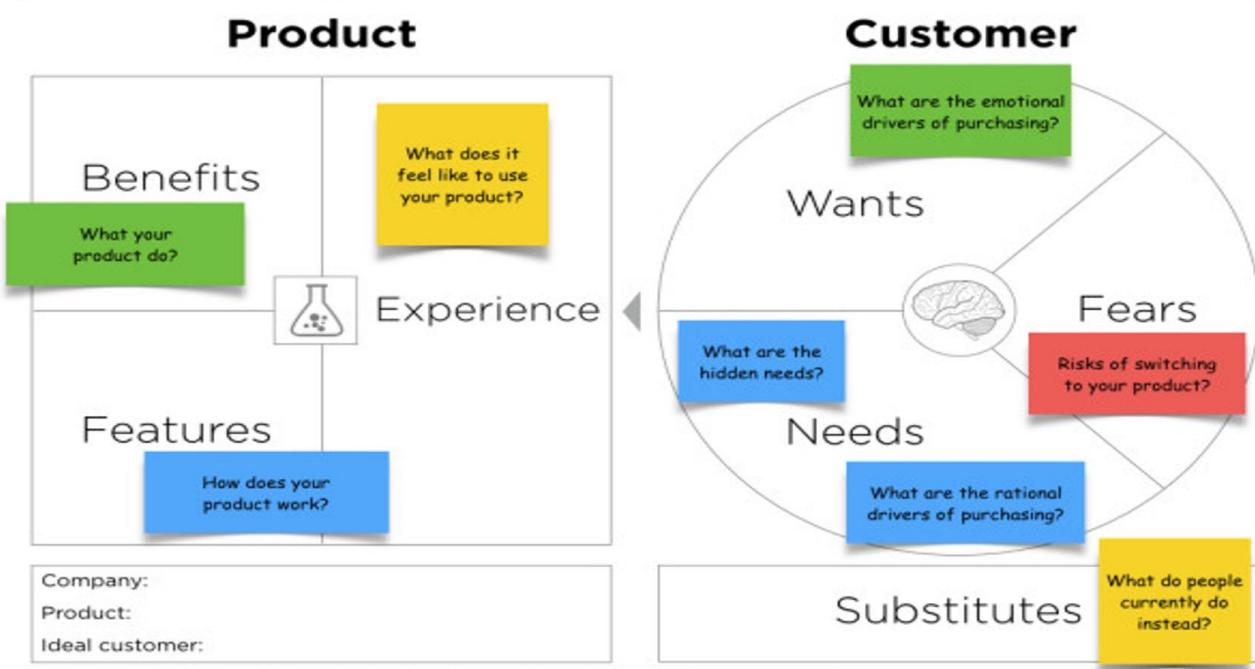
**Course Name: Communication for Business  
Course Code: 1104**

**Max Marks: 70  
Max Time: 2 hrs**

**Value Proposition Design for a Product of your choice - Presentation Design**

**Value Proposition Canvas You can Use**

## Value Proposition Canvas



Based on the work of Steve Blank, Clayton Christensen, Seth Godin, Yves Pigneur and Alex Osterwalder. Released under creative commons license to encourage adoption and iteration. No rights asserted.

Pick any product / service of your choice. Build a presentation around the value proposition canvas of the product you picked. Use any kind of presentation that you may deem fit from your perspective as well as the product perspective.

The marks for the assignment shall be aligned as defined as below:

- Creativity : 40%
- Simplicity and Brevity: 20%
- Rationale and Meaningful: 20%

Clarity and easy to comprehend: 20%

For more clarity on the assignment please check the last live session recording. As all aspects of what is expected and how to go about the task is defined during the session.

The last day for completing the assignment is 29th October, 2023 EOD.