A Brief Comment about what it means to be an Engineer

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Why Would Someone Hire You?

• Not because you are good coder.
• Not because you know Java.
• Not because you have a B.Sc.

• Because you add **value**.

• This applies at all levels.

Why Would Someone Hire You?

• **Engineer**
  • Adds value
  • Considers entire product and market
    • “Given enough time and money, anyone can build anything; only an engineer can make it in the least possible time for the least amount of money.”

• **Programmer**
  • Writes code
  • Thinks about code
  • Measures success by lines of code
What is your Value Proposition?

For (target customer)
who (statement of need or opportunity)
the (product or company name)
is a (product or company category)
that (statement of key benefit / compelling reason to buy).
Unlike (primary "competitive" alternative),
our product (statement of primary differentiation).
From Geoffrey Moore, Crossing the Chasm

What is your Value Proposition?

• Does it mention the customer?
• Does it mention their problem?
• Does it mention the product?
• Does it mention the benefit?
• Does it mention the competition?
• Does it mention the advantage?
• Does it mention value?