

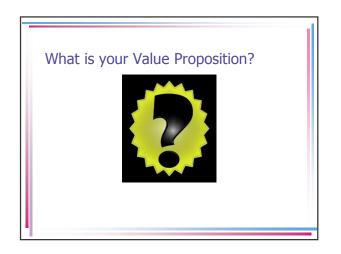


Why Would Someone Hire You?

- 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?

- 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?

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

