

Harvard i-Lab: Startup Secrets: Building a Compelling Value Proposition

BOSTON, MA

Wednesday, November 05, 2014 6:00 PM - 8:00 PM

Can you describe your value proposition clearly and succinctly? Michael Skok, a serial entrepreneur turned venture capitalist, will help you to look at your startup and define your value prop. Learnings from this workshop will include:

- How to evaluate and build your value prop to ensure your venture can breakout and build a sustainable business
- "Pain- gain" ratios
- Other key ways to assess whether you are creating, delivering and harnessing value in your venture

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