

IDEASPARK
ESSENTIALS

UNLOCKING CUSTOMER VALUE

STOP GUESSING WHAT YOUR CUSTOMERS WANT.
START KNOWING.

ioee[®]



POWERED BY GPT-4



WHAT IS IT?

Most businesses fail because they build what they think customers want - not what customers actually need.

This intensive 3-day programme teaches you to start with your customer, not your product. Discover what they truly value, then design your offer around it.

Earn an IOEE Professional Award in Value Driven Ideation + IOEE Affiliate membership

WHO IS THIS FOR?

Small business owners and entrepreneurs who want to:

- ✓ **Validate a new business idea** before investing
- ✓ **Refine an existing** offer that isn't gaining traction
- ✓ **Understand why** some customers buy and others don't
- ✓ **Stand out in a crowded market** without competing on price
- ✓ **Communicate value** clearly and confidently

AN IOEE PROGRAMME DELIVERED BY



WHAT YOU'LL LEARN

DAY 1: KNOW YOUR CUSTOMER

Stop making assumptions. Discover who your customer really is - beyond basic demographics. You'll explore what drives their decisions, what keeps them up at night, and what they're trying to achieve.

You'll walk away with:

- A deep, detailed customer profile
- Insight into functional, emotional, and social needs
- Understanding of customer pains and desired gains

DAY 2: DESIGN YOUR OFFER

Now that you understand your customer, it's time to design (or refine) what you offer. You'll learn how to create products, services, and experiences that directly address customer needs.

You'll walk away with:

- Clear articulation of your core offering
- Specific ways you relieve customer frustrations
- Ideas for creating unexpected value and delight

DAY 3: COMMUNICATE YOUR VALUE

Having a great offer isn't enough - you need to communicate it clearly. You'll craft a compelling value proposition that makes customers sit up and take notice.

You'll walk away with:

- A powerful value proposition statement
- Messages tailored for different contexts (website, pitch, social media)
- An action plan for testing and refining your approach

PROGRAMME DETAILS

Duration: 3 full days

Format: Interactive workshops, individual work, peer feedback, and platform completion

Delivery By: Swarm Bluewater

Group Size: Small cohorts for personalised attention

WHAT'S INCLUDED:

- Full access to SparkAI platform
- Completed Value Proposition Canvas
- Value proposition statement and messaging toolkit
- 30-60-90 day action plan
- IOEE Professional Award in Value Driven Ideation
- IOEE Affiliate membership
- Pitch workshop to present your value proposition to peers and receive structured feedback

RECOGNITION AND ACCREDITATION

Upon successful completion, you'll receive:

IOEE Professional Award in Value Driven Ideation

A nationally recognised qualification demonstrating your competency in customer-centric business design and value proposition development.

IOEE Affiliate Membership

Join the Institute of Enterprise and Entrepreneurs community, connecting you with fellow entrepreneurs, resources, events, and ongoing professional development opportunities.

WHY THIS APPROACH WORKS

Great businesses don't start with a product. They start with a problem.

This programme is built on the **Value Proposition Canvas** - a proven framework used by startups and established companies worldwide to create offerings customers actually want.

You'll use the **SparkAI platform** to build your canvas step-by-step, with real-time feedback and guidance. No business jargon. No theory for theory's sake. Just practical tools you can apply immediately.

IdeaSpark helps you step back and see things with fresh eyes. It's about refining what you offer, spotting untapped opportunities, and reconnecting with what your customers really value. You'll challenge assumptions, test new ideas quickly, and come away with sharper insights to drive growth, not just more theory to file away.

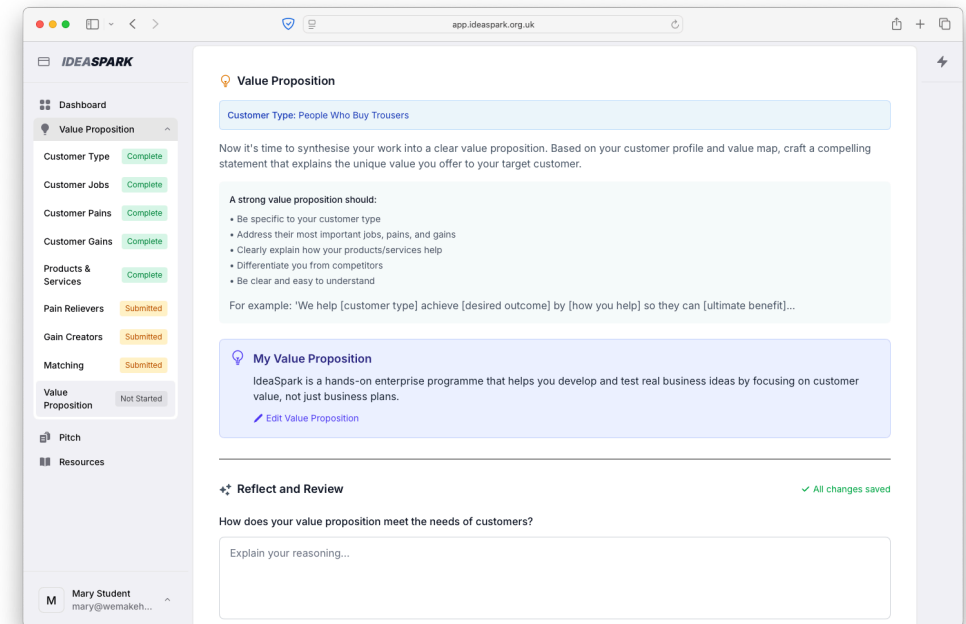
WHAT MAKES THIS DIFFERENT?

Customer-First Thinking You'll learn to see your business through your customer's eyes - their language, their priorities, their reality.

Hands-On & Practical This isn't a lecture series. You'll work on your actual business, with guidance and peer feedback throughout.

Proven Framework The Value Proposition Canvas is used by thousands of businesses worldwide. You'll leave with a completed canvas, not just good intentions.

Peer Learning Learn alongside other business owners facing similar challenges. The best insights often come from unexpected places.



Take-Home Tools 30-60-90 day plan and a refined pitch means you can continue working on your value proposition long after the programme ends.

Professional Recognition Earn an IOEE Professional Award in Value Driven Ideation and join a community of enterprise professionals as an IOEE Affiliate member.

FREQUENTLY ASKED QUESTIONS

Do I need to have a business idea already?

Not necessarily. Some participants come with established businesses they want to refine; others are exploring new opportunities. The framework works for both.

Is this only for certain industries?

No. Whether you're in retail, services, consulting, tech, or creative industries - the principles of customer-centric design apply universally.

What if I'm not "business-minded"?

That's exactly why we built this programme. No jargon, no MBA required. Just practical, human-centred tools for understanding what people value.

What are the requirements for the IOEE Award?

You must attend all three days, complete your Value Proposition Canvas on the SparkAI platform, and submit your final value proposition statement. Full assessment criteria will be provided at the start of the programme.

What does IOEE Affiliate membership include?

Access to the IOEE community, AI-powered business information, resources, and continued professional development opportunities.

Can I bring a team member?

Absolutely. Having multiple perspectives from your business can enrich the experience. Contact Swarm Bluewater about team rates.

What's the time commitment outside sessions?

Minimal. You'll complete work during the sessions, with optional platform refinement between days if you wish.





REGISTER YOUR **INTEREST**

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