

THE VALUE LAB

Value Lab: Entrepreneurial Strategy

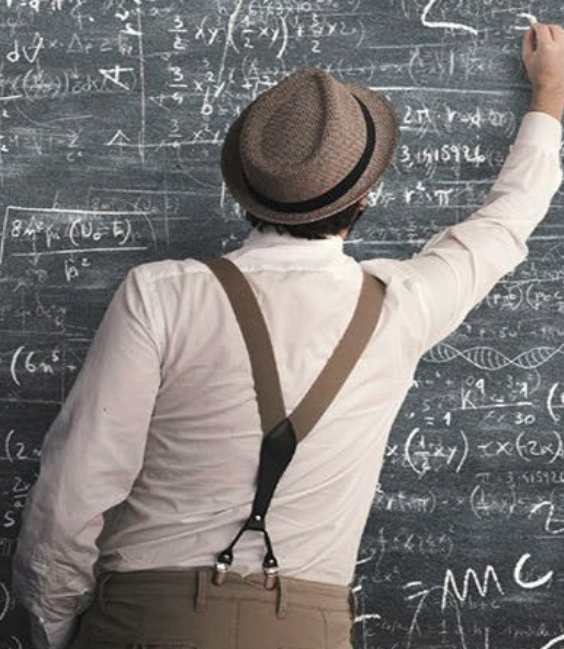


FIGURE 1: a blank copy

VALUE LAB A THEORY FOR YOUR FIRM	
THEORY	ACTIONS
<p>Beliefs Common</p>	<p>Run Experiments</p>
<p>Contrarian or Uncommon</p>	<p>Shop for Resources</p>
<p>Core Problem</p> <hr/> <p>Subproblems</p> <hr/> <p>Causal Logic <i>(expressed as if-then statements or hypotheses)</i></p> <p><i>IF</i></p> <p><i>THEN</i></p>	<p>Search for Solutions</p>

FIGURE 2: includes comments about each column and box, offering guidance on how to fill them.

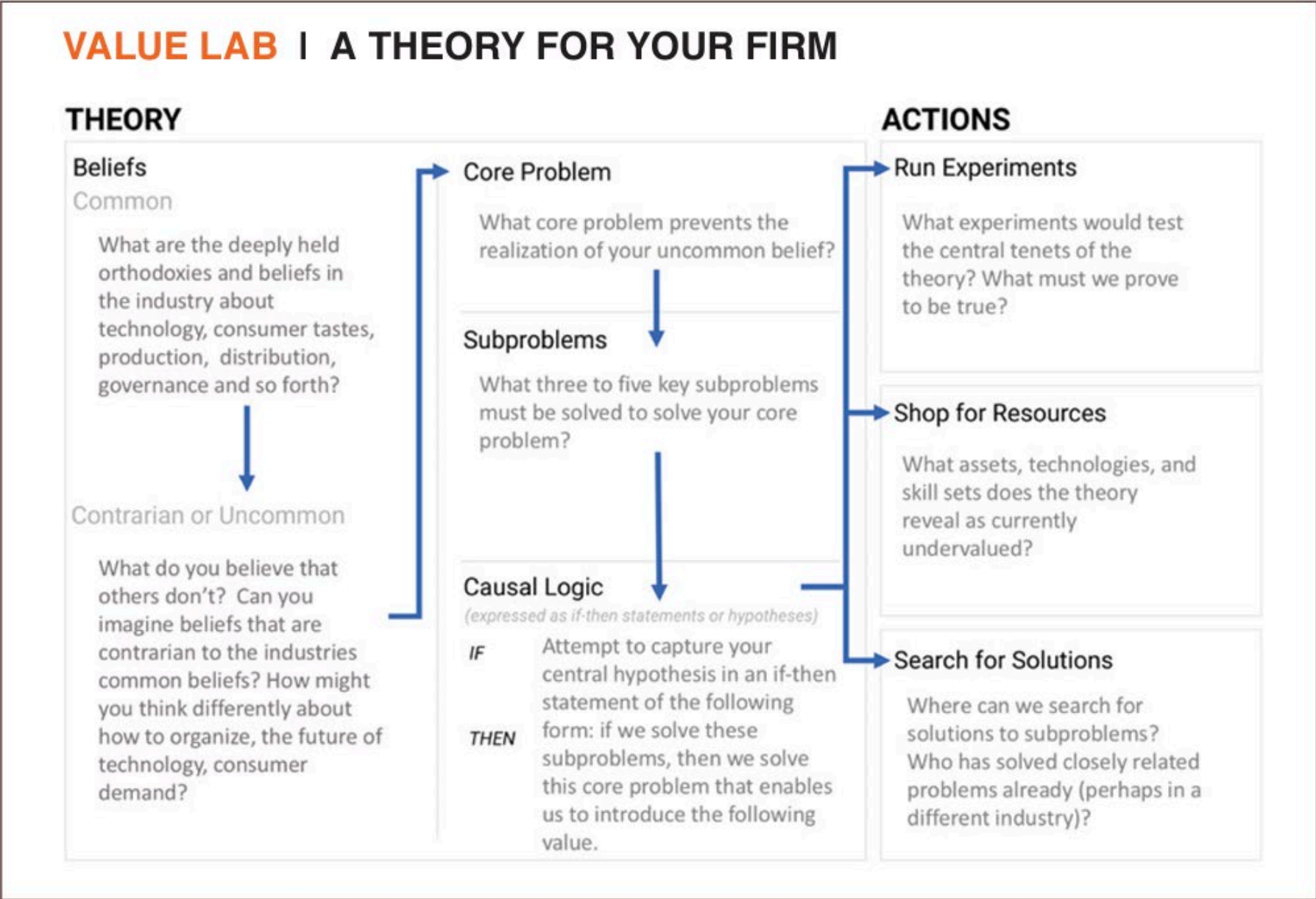
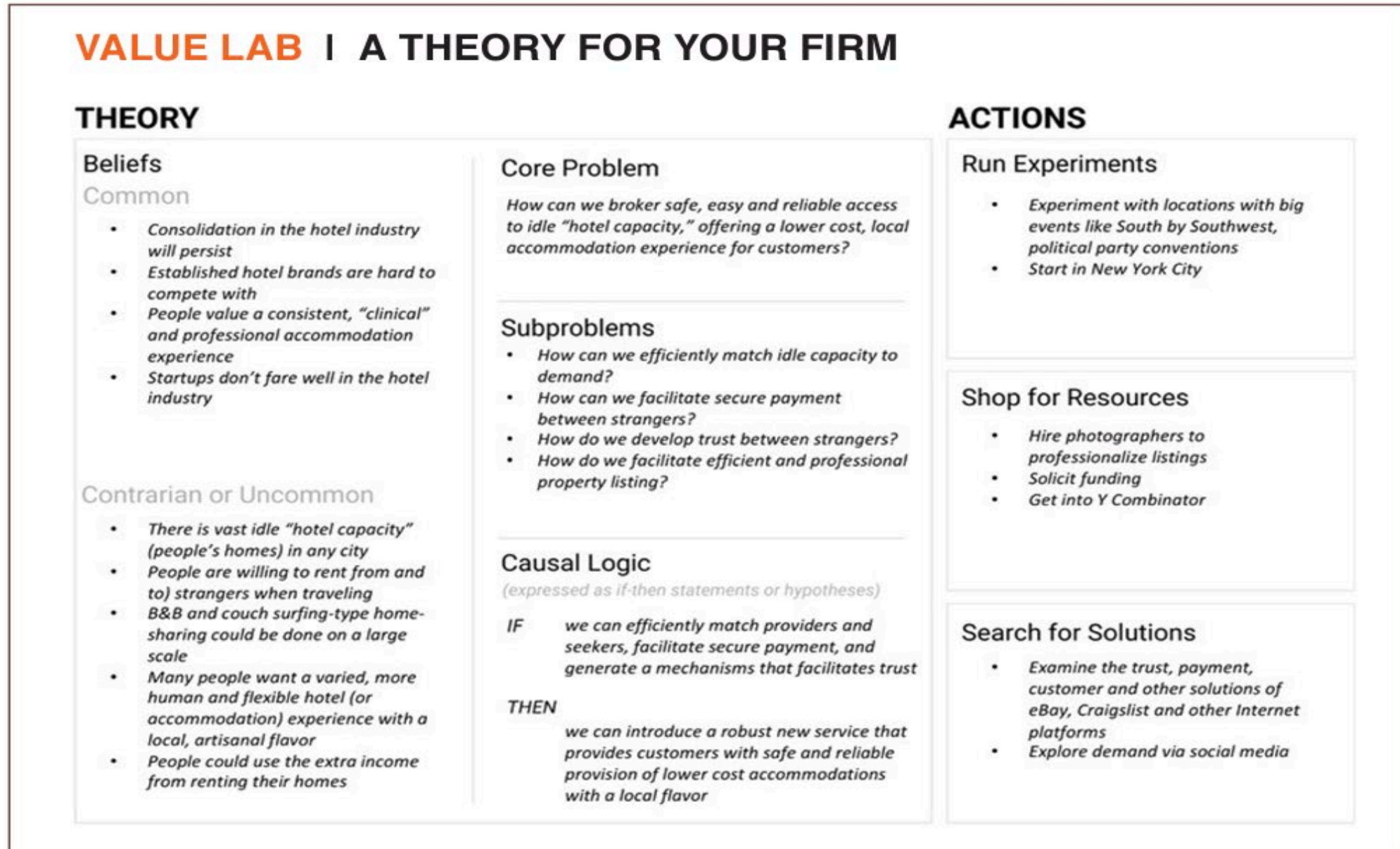
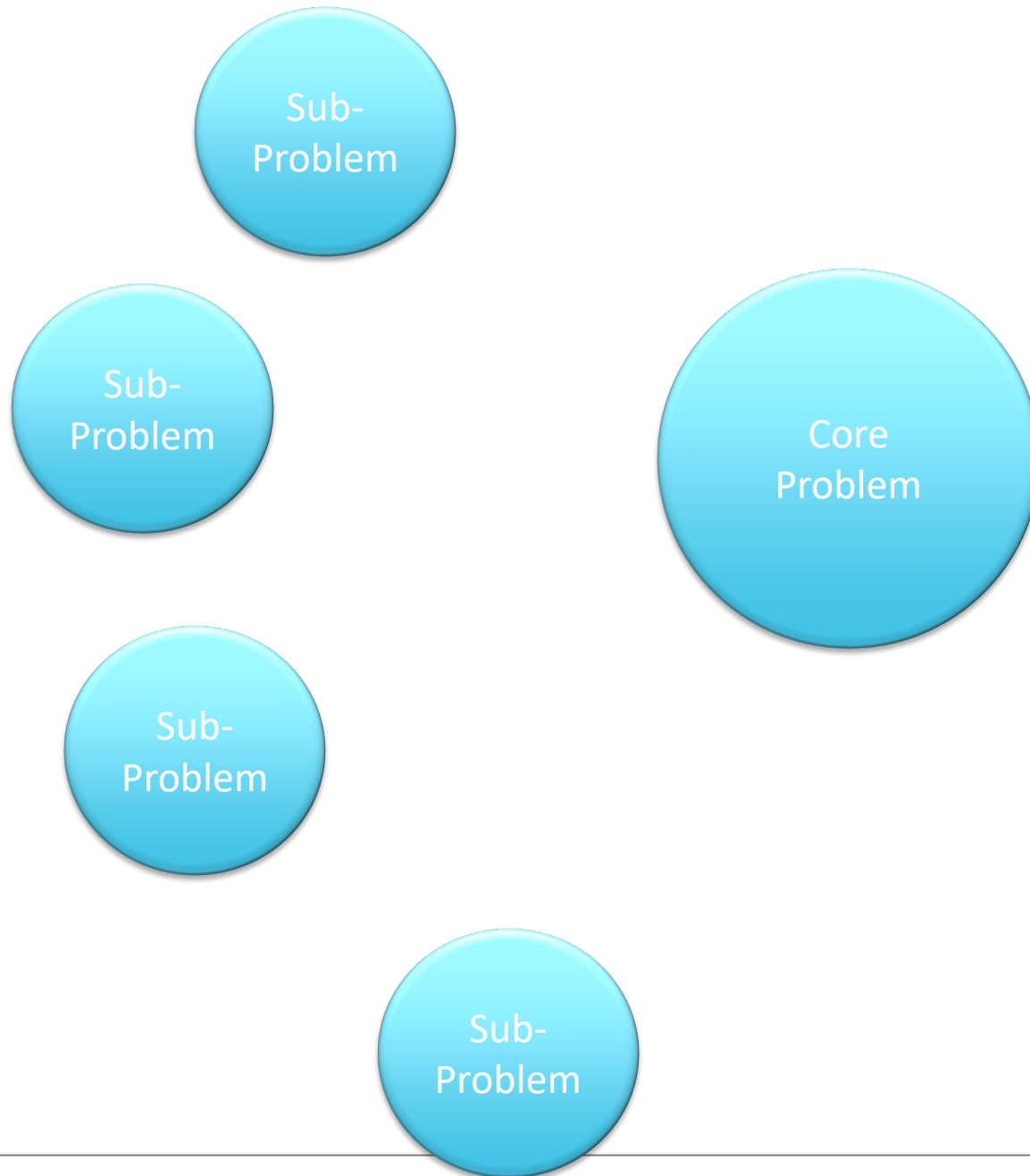


FIGURE 3: an informal example of a filled-out framework.





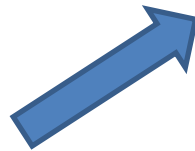
A Verbal Expression

REWRITING YOUR THEORY



If we can make personal computers **easy to use and reliable**, then masses of consumers will purchase and purchase at a premium price.



Subproblem solutions:
Invest in design
GUI
Closed system
Vertical integration
Tight design control



Consumers will pay a premium for easy to use, reliable, and elegant computing products (and other consumer electronics), which Apple will deliver and market through an unrivaled design capability achieved through relatively closed systems, significant vertical integration, and tight design control.

Firm	Corporate Theory	
<p data-bbox="443 339 588 396">Apple</p> 	<p data-bbox="715 339 1798 579">Consumers will pay a premium for easy to use, reliable, and elegant computing products (and other consumer electronics), which Apple will deliver and market through an unrivaled design capability achieved through relatively closed systems, significant vertical integration, and tight design control.</p>	
<p data-bbox="443 701 614 758">Disney</p> 	<p data-bbox="715 701 1786 941">Disney sustains value creating growth by developing an unrivaled capability in family-friendly animated and live action films and then assembling other entertainment assets that both directly support and draw value from the characters and images developed within these film assets.</p>	

ATTRIBUTES OF VALUABLE THEORIES



- Novel—you can see value others can't.
- But, general—Solves an array of problems; continues to reveal new problems.
- Clear—Tells you what not to do.