

3. YOUR OFFER

INTRODUCTION

When we develop new ways of bringing technology into an idea, we start with one, and yet we can often consider many other ways in which it might be offered. How we put these things together for customers and audiences is as creative a process as coming up with the original idea. Bundling is a way of thinking about this.

WHAT THIS TOOL IS FOR

This tool is for exploring how to find the best way of 'bundling' or packaging your idea - that does not mean what box it goes in, more its how you might bring the idea to people, based on what you know about what they might want. For example, do they buy it as a service that comes to their homes or do they want it in a special environment, or do they want it in another form?

WHAT YOU NEED TO USE IT

You'll need some audience/user research, to make sure you have an idea of how this fits into people's lives. You'll need time to think about all of the elements you have that could be considered, and those you can add as well from partners or suppliers.

HOW TO USE IT

Starting on the left hand side of this worksheet, list all of the possible elements that you have that could be included in a bundle. Then, considering one of your intended audiences, focus on how you might create a bundle of what you have that works for them in a way they want it. You may find a mixture of elements works for different audiences. For example, a show for parents of young people might need a bundle that includes: a short performance, plus an activity, plus a zoom call in to share the results at a small fee. Or you might make this as a series of episodes that they can subscribe to, paying monthly.

WHAT DO YOU GET FROM IT?

Going through this process will give you a set of business ideas that you can test with your intended audiences. The combination of what is in the bundle and what people will pay for it are variable, and finding that sweet spot is why we test it out. By testing these you will discover what is appealing to your audiences, rather than take a guess on whether it will work. This work will help you to define ideas that engage with people, giving you a better chance of getting sales or commissions earlier.

PROTOTYPING THE BUSINESS KIT

Tools we have made

In the course of our work in supporting new ideas in immersion, automation and data we have developed our Prototyping the Business Programme, and we have made some new tools to help you to think about your offering, your way of working and operating a business, and how you communicate that to others.

This set of tools are designed to help you to dig into some essential aspects of your creative business, for example:

- understanding and creating a closer conversation with your audiences;
- knowing your market and how you can get to it
- considering the different business forms possible and selecting the one that fits for you and your values
- establishing the right business model for you and your idea,
- aligning with your visions, values and culture to make the business that works for you.

Work on them alone or as a team

All of these tools can be used alone, or with the rest of your team, so that everyone gets to contribute to the thinking, and you get more brains thinking with you.

Feedback

We are always interested in hearing how people use these, and there is a link on the tools for any feedback you have about using them. Please send any feedback to gill.w@watershed.co.uk.

3. YOUR OFFER

WHAT DO YOU HAVE THAT YOU CAN BUNDLE?

HERE CAN YOU THINK ABOUT & LIST WHAT YOU KNOW, MAKE & PRODUCE.

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WHICH AUDIENCE DO YOU HAVE IN MIND?

HERE ADD THE AUDIENCE YOU THINK WANTS & NEEDS IT?

WHAT IS IN THE BUNDLE? THINK PRODUCT/SERVICE/ EXPERIENCE/ PLATFORM

HERE ADD THE COMBINATION OF WHAT YOU DO THAT FORMS THE OFFER?

WHAT MIGHT YOU CALL IT?

CAN YOU GIVE IT A NAME THAT DESCRIBES WHAT IT IS?

THE BUSINESS OFFER SOURCES

THE CUSTOMER/ USER/AUDIENCE

POSSIBLE BUNDLES

THE NAME

3. YOUR OFFER

PROTOYPING THE BUSINESS KIT

WHAT DO YOU
HAVE THAT YOU
CAN BUNDLE?

HERE CAN YOU
THINK ABOUT & LIST
WHAT YOU KNOW,
MAKE & PRODUCE.

- 2 prototype robots
- 2 performers
- 3 performances
- Digital platform subscription
- Schools package
- Research on local climate impact

WHICH AUDIENCE
DO YOU HAVE IN
MIND?

HERE ADD THE
AUDIENCE YOU
THINK WANTS &
NEEDS IT?

Tourists in
the summer
looking for local

Young people
with no access
to performance

WHAT IS IN THE BUNDLE?
THINK PRODUCT/SERVICE/
EXPERIENCE/ PLATFORM

HERE ADD THE
COMBINATION OF WHAT
YOU DO THAT FORMS THE
OFFER?

Performance + robots
+ local climate
street show + call to
action

Young people + air
quality sensors on
robots make air quality
reports.

WHAT MIGHT YOU
CALL IT?

CAN YOU GIVE
IT A NAME THAT
DESCRIBES WHAT
IT IS?

"Leave nothing
behind"
tourist tax
show

We're watching
our targets in
xx report

THE BUSINESS
OFFER SOURCES

THE CUSTOMER/
USER/AUDIENCE

POSSIBLE BUNDLES

THE NAME

*upstarter

* This is a fictional example to show how this
works to help you generate new ideas.

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