

# value flow™

A staged based view of value creation for better product development.

01



## IDENTIFY VALUE

Observe an individual or group's behavior with intentions of finding clear needs or wants via their actions.

02



## CREATE VALUE

Create a plain product or service full of benefits matching individuals' needs or wants with reasonable and affordable price.

03



## CAPTURE VALUE

Individuals receive products or services by paying money in exchange.

04



## DELIVER VALUE

Goods or services are taken by individuals with satisfaction in the values of their uses.

05



## RELEASE VALUE

Observe an individual or group's behavior with intentions of finding clear needs or wants via their actions.