

Connecting ideators, investors, and talents

Using VPD to construct a match-making platform targeting ideators, investors, and talents

Without providing value to your customers, your business idea is doomed to fail, and without understanding your customers, providing value is an impossible mission. This thesis gives an insight into the needs of ideators, investors, and talents in the connection to each other. It also provides a value proposition that is suggested to work as a stepping ground for the future evolution of a match-making platform connecting the three groups and supporting the entrepreneurial sector, a crucial part of any national economy.

The recruitment firm Dmatch, specializing in tech and senior recruitments, realized there was a component missing in the field of entrepreneurship: a platform where ideators, investors, and talents can connect to each other, remotely. Ideators are a major player within entrepreneurship as they come with the idea or are the people in charge of a start-up or scale-up. However, the investors also play an important role as they provide the entrepreneurial companies with financing, and so do the talents who contribute with their expertise and thus accelerate the development of the companies. Due to the COVID-19 pandemic, more solutions to meet in a digital environment are being constructed and the physical aspect of meetings is no longer all that matters. To aid

Dmatch in the creation of the platform, the authors utilized Value Proposition Design (VPD) to understand the potential customers and present them with value.

After several interesting interviews with ideators, investors, and talents and reviewing the existing literature, it was possible to outline the needs of the three groups. It became clear that ideators and talents have a will to connect, as well as ideators and investors. The ideators expressed difficulties in both finding financing and human capital as well as determining who will be the best fit. Talents and several investors suggested that determining the potential of the ideator was very difficult. And all three groups expressed the wish of bonding with their potential “match”. Therefore, the value that was proposed consisted of helping the groups find better matches and facilitating the process. The proposed solution was tested through a landing page and the user groups showed interest in the service, especially the talents.

The results from the thesis have the potential to help in understanding the three groups as well as their connection with each other. It also gives Dmatch a foundation to determine if their idea is worth investing in. Who knows, in a few years the match-making platform may be the new standard?