

Market Value Chains

A Strategic Framework for
Product and Market Alignment



About the Practitioner

- ▶ I developed Creathorn's Law and the related frameworks over more than 30 years of hands-on work leading sales turnarounds, product launches, and performance improvements.
- ▶ In my 5th decade of work experience, I still bring the same energy, analytical rigour, and pattern recognition to every engagement.
- ▶ These are not training programmes or off-the-shelf templates. The real learning happens through doing the work together.



Martin Creathorn
Founder & Practitioner
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The Business Challenge

- ▶ **Unclear Customer Segment:** Companies don't clearly identify who experiences the problem their product solves - thereby missing the most obvious sales target.
- ▶ **Misaligned Products:** Companies build solutions without fully understanding customer needs/constraints.
- ▶ **Scattered Insights:** Personas and customer journeys capture parts of the picture but don't systematically link problems to solutions.
- ▶ **Go-to-Market Challenges:** Without clear problem-solution mapping, marketing and sales struggle to effectively communicate value, or identify the target.



Traditional Approaches

And Their Gaps

- ▶ **Personas** capture user types, but we wanted to show *how constraints create specific needs*.
- ▶ **Customer Journeys** map experiences, yet we wanted a structured way to *link problems to solutions*.
- ▶ **Business Models** define value, but we wanted to clarify *which constrained segments experience problems that create opportunities*.



A Note on Wardley Maps

Both centre on customer needs and value delivery,
but serve different purposes

Wardley Value Chains

An excellent strategic tool for situational awareness

- ▶ Builds a “chain of needs” from the visible user need downward through dependencies
- ▶ Creates deep ecosystem awareness
- ▶ Maps the full ecosystem of dependencies for strategic landscape awareness and foresight

Market Value Chains

Developed as a practical cause-and-effect mapping tool

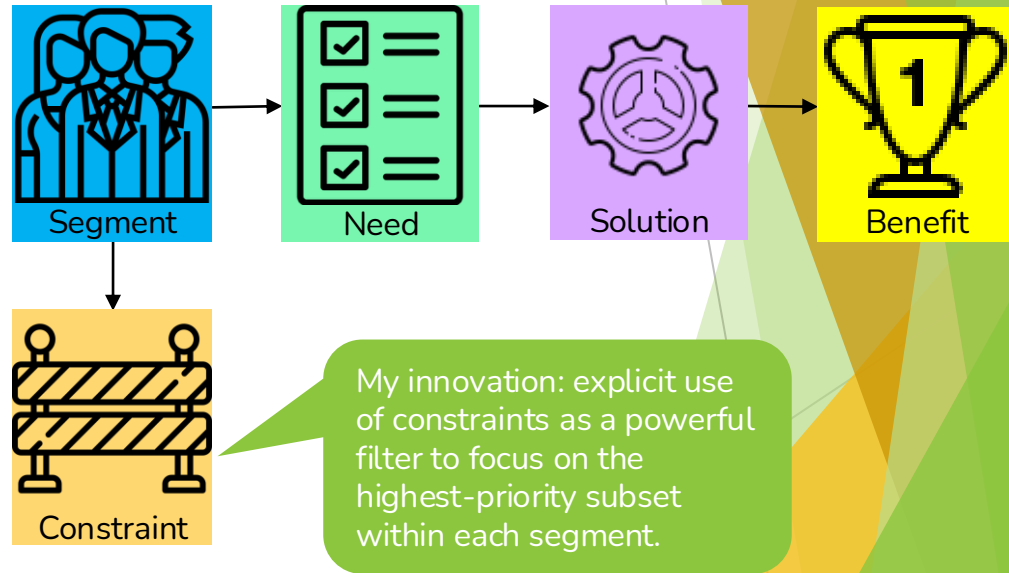
- ▶ Maps bidirectional links across segments, needs, solutions and benefits
- ▶ Supports clear alignment in many different business contexts
- ▶ Enables practical decisions across internal goals, product, sales and opportunities



Introducing Market Value Chains

A Market Value Chain is a structured, visual way to link customer constraints and needs to solutions and benefits — providing a clear, actionable view of product–market alignment.

- ▶ **Customer Segments** – Who they are and their relevant characteristics.
- ▶ **Constraints** – Intrinsic or situational barriers that limit success.
- ▶ **Needs** – Opportunities that arise directly from segment characteristics and constraints.
- ▶ **Solutions** – How your product/service addresses these needs.
- ▶ **Benefits** – The tangible value delivered to the customer from the solution.



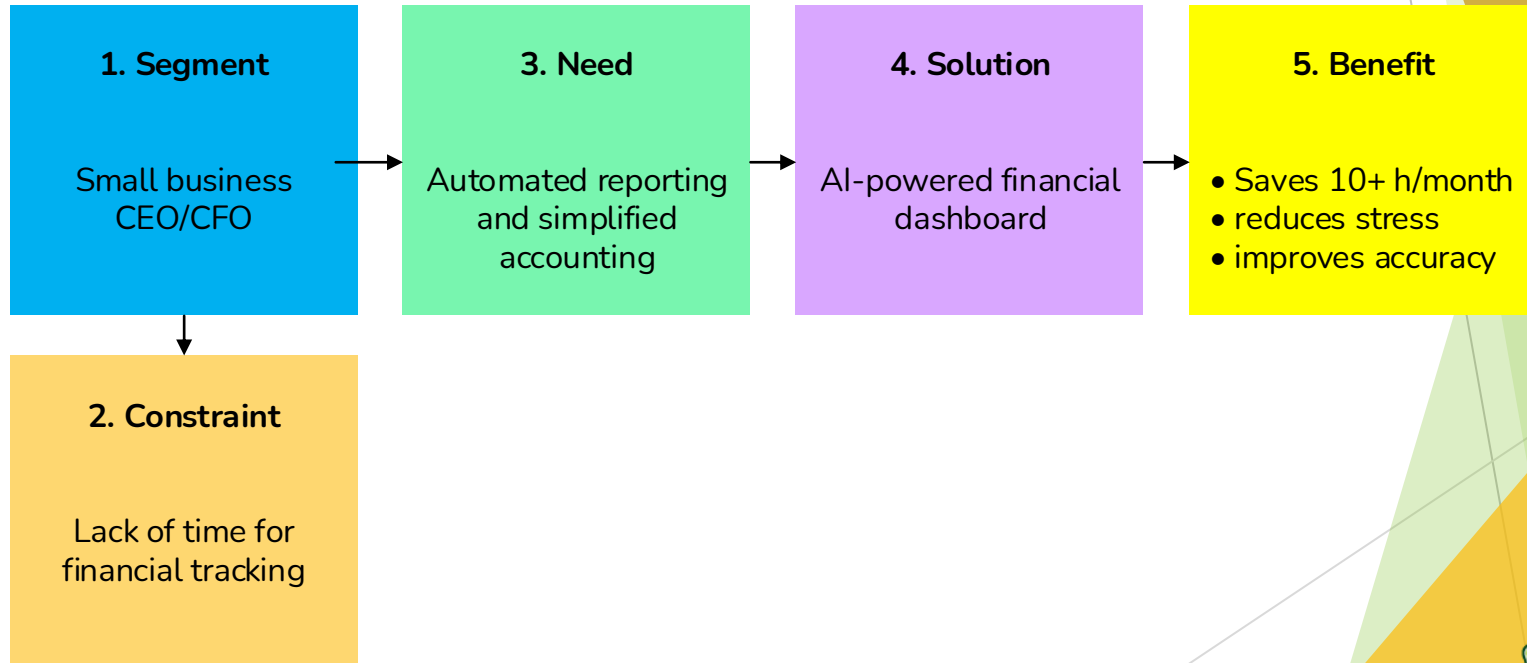
Creating Market Value Chains

No strict order — start with whichever links feel easiest and iterate until consistent.

- ▶ Identify and define target customer segments.
- ▶ Determine constraints that prevent (or *could* prevent) success.
 - ▶ Map constraints relevant to each segment.
- ▶ Define needs required to be fulfilled to remove these barriers.
 - ▶ Map needs relevant to each segment.
- ▶ Identify solutions (product/service) that address these needs.
 - ▶ Map solutions relevant to each need.
- ▶ Specify measurable benefits your solutions provide.
 - ▶ Map benefits relevant to each solution.
- ▶ Summarise the chains for clarity.
 - ▶ Group by colour to highlight key benefits for stronger sales messaging.
 - ▶ Cluster segments with common characteristics, and prioritise targets.



Example: SaaS platform for small businesses



Business Impact

Why Market Value Chains Matter

- ▶ **Identify the Right Customers:** Focus on the segments that truly have needs, so you know who to target in sales and marketing.
- ▶ **Better Product Decisions:** Build solutions that directly address customer constraints within your segments.
- ▶ **Stronger Messaging:** Clear problem-solution articulation for marketing and sales. Speak directly to the needs of the customers that matter.
- ▶ **Faster Market Validation:** Systematic approach to ensuring product-market fit, and choosing your market.
- ▶ **Competitive Advantage:** Create compelling value propositions by solving the right problems for the right segments.



Align your product & market with clear customer needs.

- Contact us to explore how Market Value Chains can be applied in your organisation.
- enquiry@punkfrog.se



Related Frameworks

- ▶ NewBiz
 - ▶ A discipline for validating product & market viability before investment.
- ▶ Performance Metric Framework
 - ▶ A behaviour-first approach to designing performance metrics.
- ▶ Punkfrog Sales Process
 - ▶ A structured funnel process for effective & efficient sales execution.

