Business Coaching Report - Value Proposition Canvas for LAKEWISE & PLASTIC FREE

1. Coaching context and commercialisation challenge

LAKEWISE & PLASTIC FREE is a digital educational solution developed by a DigiEduHack team to encourage behavioural change related to plastic consumption and freshwater protection. The current concept leverages environmental education, myth-based storytelling, gamification, community participation and impact analytics. Its main features include interactive learning through the Nereid virtual avatar, a plastic life-cycle explorer, gamified sustainability missions, practical action toolkits, food and growing activities, a community connector for clean-ups and citizen-science actions, and personal or classroom impact dashboards.

The coaching request focuses specifically on building a Value Proposition Canvas and clarifying how the current features should be translated into customer jobs, pains and gains on one side, and products and services, pain relievers and gain creators on the other. The main strategic issue is that the concept currently addresses several groups - students, teachers, families, local communities, researchers and potential institutional partners - but these groups do not have the same needs, decision criteria or willingness to pay.

2. Value Proposition pillars

The first Value Proposition Canvas should be developed for schools and teachers, with school managers or education authorities considered the likely institutional buyers. This segment is the strongest starting point because the current app already contains features that fit naturally into formal or semi-formal learning: narrative-based content, classroom missions, progress tracking, discussion prompts, measurable engagement and activities that can extend from school to family and community.

Municipalities and environmental organisations remain attractive second-stage customers because they can sponsor or deploy the platform across several schools. However, their value proposition is different: municipalities seek community engagement and campaign impact, while environmental organisations seek outreach, participation and evidence for project outcomes.

Segment	Main need	Buying logic	Coaching priority
Schools / teachers	Engaging sustainability education and measurable student participation	Curriculum value, ease of use, learning outcomes	Very high
Municipalities	Youth engagement and visible local environmental action	Campaign reach, reporting, community impact	High - second canvas

Environmental NGOs / projects	Behaviour-change outreach and evidence of participation	Project objectives, impact metrics, scalability	High - second canvas
Families	Practical guidance for sustainable habits	Personal usefulness and motivation	Medium
Researchers	Behavioural and participation data	Data quality and research access	Supporting role

3. Customer profiles - schools and teachers

The Value Proposition Canvas should begin with the customer profile rather than with app features. For teachers and schools, the central question is: what are they trying to accomplish when they teach sustainability and freshwater protection, what makes this difficult, and what would make the task easier and more valuable?

Customer jobs

- Deliver engaging lessons on sustainability, plastics and freshwater protection.
- Translate abstract environmental concepts into practical actions that students can understand and apply.
- Motivate students to participate consistently rather than passively receive information.
- Track participation and demonstrate that educational activities produced learning or behavioural outcomes.
- Connect classroom learning with families, local communities and real-world environmental action.
- Use digital resources without creating excessive preparation or administrative work for teachers.

Customer pains

- Sustainability education can remain theoretical and fail to generate sustained behaviour change.
- Teachers often need to combine materials from different sources and prepare activities themselves.
- Students may lose interest when content is text-heavy, generic or disconnected from their local environment.
- Schools may find it difficult to measure participation, progress and real-world impact.
- Existing environmental apps may be designed for individual users rather than classroom management.
- Teachers may have limited time to learn complex new platforms or manage additional digital tools.

Customer gains

- ❖ Ready-to-use, engaging educational activities that reduce lesson-preparation effort.
- ❖ Higher student motivation through storytelling, missions, badges and visible progress.
- ❖ Evidence that students are changing habits, not only learning concepts.
- ❖ Simple dashboards that support classroom reflection and reporting.
- ❖ Opportunities to involve families and local communities in environmental action.
- ❖ A distinctive educational experience linked specifically to freshwater protection and plastic reduction.

4. Value Map - Translating current features into customer value

The value map should avoid listing technical features without explaining why they matter. Each feature must be linked to a specific customer job, pain or expected gain. The following structure converts the current LAKEWISE & PLASTIC FREE prototype into a clearer institutional value proposition.

Current feature	Product / service role	Pain relieved	Gain created
Nereid virtual avatar	Narrative learning guide	Reduces abstract and text-heavy learning	Creates emotional connection and memorable learning
Gamified missions	Action-based learning programme	Reduces passive participation and loss of motivation	Encourages repeated sustainable behaviours
Plastic life-cycle explorer	Interactive learning tool	Simplifies complex plastic-consumption concepts	Improves understanding of hidden impacts and choices
Action toolkit	Practical behaviour-change guide	Reduces uncertainty about what students can actually do	Provides achievable actions and visible progress
Community connector	Link to local clean-ups and citizen science	Reduces separation between classroom and real-world action	Creates community participation and local relevance
Impact dashboards	Teacher and learner monitoring interface	Reduces difficulty of documenting participation and outcomes	Provides evidence for reflection, reporting and motivation

Recommended products and services

For the first institutional offer, the app should be packaged as more than a collection of digital functions.

A clearer product architecture would be a structured 'Plastic-Free Freshwater Challenge' for schools, delivered over a defined period and supported by the digital platform.

- Teacher onboarding and ready-to-use implementation guide.
- A curated sequence of Nereid-led learning modules.
- Weekly gamified missions linked to plastic reduction and freshwater protection.
- Plastic life-cycle exploration activities.
- Personal and classroom action tracking.
- Community-linked activities where relevant.
- Final classroom impact dashboard and summary report.

Recommended pain relievers

- Provide ready-made missions and lesson structures to reduce teacher preparation time.
- Use storytelling and gamification to make environmental content more engaging.
- Automate progress tracking so teachers do not need to monitor participation manually.
- Offer clear action pathways that move students from awareness to behaviour.
- Provide localisable content so the platform does not feel generic or disconnected from the community.

Recommended gain creators

- Make student progress visible through badges, streaks and class dashboards.
- Show aggregated indicators of plastic-reduction actions and participation.
- Enable schools to demonstrate environmental engagement to parents, municipalities and partners.
- Create opportunities for students to participate in clean-ups or citizen-science activities.
- Allow cultural and myth-based storytelling to create a distinctive emotional connection with freshwater ecosystems.

5. Proposed Value Proposition Canvas synthesis

The recommended canvas can be summarised around a strong fit between one institutional problem and one integrated offer. Teachers and schools need an easier and more engaging way to transform sustainability education into practical, measurable student action. LAKEWISE & PLASTIC FREE responds by using narrative learning, gamified missions, practical behaviour-change tools, community engagement and impact tracking in a single educational programme.

Customer Profile - Schools / Teachers	Value Map - LAKEWISE & PLASTIC FREE
JOBS: teach sustainability; motivate students; connect learning with action; track participation; report outcomes.	PRODUCTS & SERVICES: guided learning modules; missions; life-cycle explorer; action toolkit; community connector; dashboards.
PAINS: passive learning; fragmented materials; low engagement; high teacher effort; difficulty measuring impact.	PAIN RELIEVERS: structured content; gamification; automated tracking; practical action pathways; localisable activities.
GAINS: ready-to-use content; motivated students; visible progress; measurable outcomes; community participation.	GAIN CREATORS: storytelling; visible achievements; class impact evidence; family/community links; freshwater-specific identity.

The main recommendation is to build the first Value Proposition Canvas around schools and teachers because this segment has the clearest fit with the current LAKEWISE & PLASTIC FREE feature set. The Nereid avatar, missions, plastic life-cycle explorer, action toolkit, community connector and dashboards should not be presented as isolated features. Their commercial value emerges when they are explicitly connected to teacher pains and expected gains.

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Date: 8th of September 2026