



PT. 1

IDENTIFY YOUR
PRODUCT-AS-A-SERVICE
ADVANTAGE

FACILITATOR'S GUIDE

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About

Objective

The objective of this part of the toolbox is to help the participants

- Select the appropriate product for their future Product-as-a-Service offering
- Determine their customer target group
- Identify obstacles linked to both product and customer and devise a plan to overcome them

Toolbox design

The “Identify your Product-as-a-Service advantage”- toolbox is divided into two blocks:

The first block (Steps 1-4) is focused on the product. It aims to help the participants select the appropriate product for their future Product-as-a-Service offering, identify product-related challenges and brainstorm solutions, prioritize the solutions, and define next steps.

The second block (Steps 5-8) is focused on the customer. It aims to help the participants understand challenges associated with different customer segments and select a target group for their Product-as-a-Service offering. It further aims to help the participants get specific about who their customer is and what their needs are.

The insights from the above-mentioned steps will be used in Pt.2 of the toolbox, where the customer journey of the Product-as-a-Service offering is developed. In addition to the material specific to this part of the toolbox, three general templates are provided:

- Parking lot. This template can be used to capture unrelated questions during the workshops to avoid distraction and help the participations stay focused. These questions can then be addressed by the group in a relevant forum.
- EU taxonomy checklist – Circular Economy. This checklist provides the definition of a circular economy economic system.
- EU taxonomy checklist – Product-as-a-Service. This checklist lists the technical screening criteria for Product-as-a-Service as suggested by the European Commission in 2023.

Both EU checklists are provided as support to help the facilitator and the workshop participants align on the objectives the Product-as-a-Service offering should fulfil.

Duration

The duration of the workshop will depend on multiple factors including the level of desired detail, time for discussion, and the number of participants.

It is recommended to set aside 2 hours minimum for each block.

Note that each block can be executed during the same or two separate occasions.

Participants

Each exercise is best performed in teams of 2-5 people. If more people are participating, divide them into groups and create separate instructions, templates, and toolboxes for each team. It is beneficial to include people from different functions in your organization (e.g., marketing, sales, service, design etc.)

Preparation

For a successful workshop, we recommend the facilitator carefully review the pre-prepared instructions, templates, and toolboxes found in Miro or PDF. The facilitator will further benefit from getting familiar with the Product-as-a-Service concept. Additional resources can be found [here](#).

Material to prepare for a workshop in Miro

- Agenda (for inspiration, see example below)
- One set of instructions, templates, and toolboxes per team. Pre-prepared material is found in the “Identify your Product-as-a-Service advantage” Miro board
- A description of the product(s) you wish to analyse during the workshop

Material to prepare for a physical workshop

- Agenda (for inspiration, see example below)
- One set of instructions and templates for each team. Printable pre-prepared instructions and templates are found [here](#)
- A description of the product(s) you wish to analyse during the workshop
- Sticky notes in different colours
- Pens or markers
- Dots in different colours for marking

Suggested workshop agenda

Below you find a suggested workshop agenda. If you use it directly, make sure to time each exercise before starting.

Welcome and introduction

- Welcome participants and introduce yourself
- Provide an overview of the workshop and the agenda
- Explain the concept of Product-as-a-Service
- Explain the importance of product characteristics and choosing the most promising customer target group for your future Product-as-a-Service offering

Block 1, part 1: Evaluate your product's "as-a-service" potential and brainstorm how to overcome challenges

1. Introduction

- Share the Miro board with the participants and introduce the exercises in templates **1a, 1b, 2a, 2b**

2. Individual group work

- Ask participants to complete the tasks in their allocated group
- Encourage them to collect ideas/questions not related to the exercise in the "parking lot"

3. Group sharing

- Ask participants to share their findings with the group
- Collect new ideas and insights on sticky notes
- Encourage participants to ask questions and share their perspectives

Block 1, part 2: Prioritize your ideas and define next steps

1. Introduction

- Share the Miro board with the participants and introduce the exercises in templates 3 and 4

2. Individual group work

- Ask participants to complete the tasks in their allocated group
- Encourage them to collect ideas/questions not related to the exercise in the "parking lot"

3. Group sharing

- Ask participants to share their findings with the group
- Collect new ideas and insights on sticky notes
- Encourage participants to ask questions and share their perspectives

Block 2, part 1: Find your most promising customer segment and brainstorm customer target groups**4. Introduction**

- Share the Miro board with the participants and introduce the exercises in templates 5 and 6

5. Individual group work

- Ask participants to complete the tasks in their allocated group
- Encourage them to collect ideas/questions not related to the exercise in the “parking lot”

6. Group sharing

- Ask participants to share their findings with the group
- Collect new ideas and insights on sticky notes
- Encourage participants to ask questions and share their perspectives

Block 2, part 2: Choose a customer target group and develop the customer profile**7. Introduction**

- Share the Miro board with the participants and introduce the exercises in templates 7 and 8

8. Individual group work

- Ask participants to complete the tasks in their allocated group.
- Encourage them to collect ideas/questions not related to the exercise in the “parking lot”

9. Group sharing

- Ask participants to share their findings with the group.
- Collect new ideas and insights on sticky notes
- Encourage participants to ask questions and share their perspectives

Wrap-up and next steps

- Summarize the insights and conclusions from the workshop
- Discuss how you think Product-as-a-Service can be used to improve your competitive advantage, what uncertainties remain, and what assumptions you need to test with your customer(s)
- Share any next steps, such as conducting further research on customer needs or testing new ideas

Closing

- Thank the participants for their participation and contributions
- Encourage them to reach out if they have any further questions or ideas

Tips and tricks for a successful workshop

- Encourage everyone to participate and share their ideas
- Use the sticky notes to capture insights and ideas as they come up
- Keep the conversation focused on the customer and their experience
- Use the “parking lot” to capture ideas/questions not relevant to the exercise, but important to address at a later stage
- Consider recording the session so that participants can refer back to it later
- Follow up with participants after the workshop to ensure that the insights and ideas are being put into action.