

Business Model Canvas

INF1802

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Business Model Canvas

- O 'Business Model Canvas' é um mapa dos principais itens que constituem o negócio ou também uma receita de estratégia.
- Deve ser revisado ao longo do tempo para saber se cada um está sendo bem atendido ou se é necessário fazer alteração em algum deles para se conseguir um melhor resultado.
- O mapa é um resumo dos pontos chave de um plano de negócio.










The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>MOTIVATIONS FOR PARTNERSHIPS Distinction and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES Production Problem Solving Platform/Network</p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>CHARACTERISTICS Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p>	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>EXAMPLES Personal assistance Dedicated Personal Assistance Self Service Automated Services Communities Co-creation</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p>MASS MARKET Niche Market Segmented/ Diversified Multi-sided platform</p>																								
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>IS YOUR BUSINESS MODEL Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</p> <p>MAJOR CHARACTERISTICS Fixed Costs: Salaries, rent, utilities Variable costs Economies of scale Economies of scope</p>	<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES Physical Intellectual (brand, patents, copyrights, data) Human Financial</p>	<h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>CHANNEL PHASES 1. Awareness How do we raise awareness about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's Value Proposition? 3. Purchase How do we allow customers to purchase specific products and services? 4. Delivery How do we deliver a Value Proposition to customers? 5. After sales How do we provide post-purchase customer support?</p>		<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <table border="0"> <tr> <td>TYPES</td> <td>FIXED PRICING</td> <td>DYNAMIC PRICING</td> </tr> <tr> <td>Asset sale</td> <td>List Price</td> <td>Penetration (Surgabanking)</td> </tr> <tr> <td>Usage fee</td> <td>Product feature dependent</td> <td>Yield management</td> </tr> <tr> <td>Subscription Fees</td> <td>Customer segment dependent</td> <td>Real time Market</td> </tr> <tr> <td>Lending/Leasing</td> <td>Volume dependent</td> <td></td> </tr> <tr> <td>Licensing</td> <td></td> <td></td> </tr> <tr> <td>Advertising fees</td> <td></td> <td></td> </tr> <tr> <td>Advertising</td> <td></td> <td></td> </tr> </table>	TYPES	FIXED PRICING	DYNAMIC PRICING	Asset sale	List Price	Penetration (Surgabanking)	Usage fee	Product feature dependent	Yield management	Subscription Fees	Customer segment dependent	Real time Market	Lending/Leasing	Volume dependent		Licensing			Advertising fees			Advertising		
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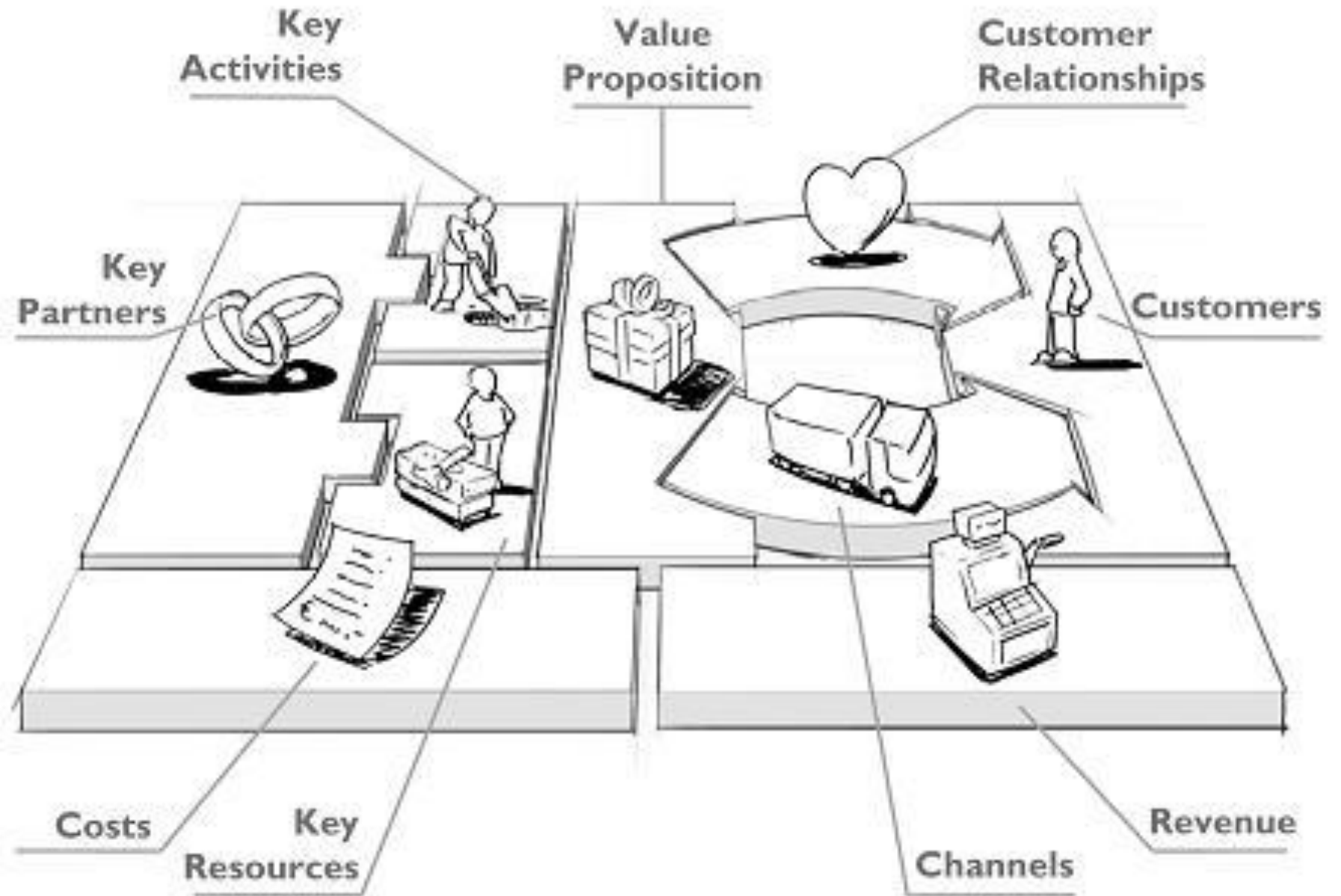


DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategizer

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Vídeo de apresentação

- <http://www.businessmodelgeneration.com/canvas/bmc>
- <https://www.youtube.com/watch?v=QoAOzMTLP5s>



Segmento de cliente

- Público-alvo para os produtos e serviços de uma empresa.
- *For whom are we creating value?*
Who are our most important customers?

Proposição de Valor

- Uma visão geral dos produtos e serviços que, juntos, representam valor para um segmento de clientes específico. Descreve a forma como a empresa se diferencia dos seus concorrentes e é a razão pela qual os clientes compram de uma certa empresa e não de outra.
- *What value do we deliver to the customer?*
- *Which one of our customer's problems are we helping to solve?*
- *What bundles of products and services are we offering to each Customer Segment?*
- *Which customer needs are we satisfying?*

Canal

- O meio pelo qual uma empresa fornece produtos e serviços aos clientes. Isso inclui a estratégia de [marketing](#) e de [distribuição](#) de uma empresa.
- *Through which Channels do our Customer Segments want to be reached?*
- *How are we reaching them now?*
- *How are our Channels integrated?*
- *Which ones work best?*
- *Which ones are most cost-efficient?*
- *How are we integrating them with customer routines?*

Relacionamento com o Cliente

- A empresa estabelece ligações entre si e os seus diferentes segmentos de clientes. O processo de gestão de relacionamento com o cliente é chamado de customer relationship management (CRM).
- *What type of relationship does each of our Customer Segments expect us to establish and maintain with them?*
- *Which ones have we established?*
- *How are they integrated with the rest of our business model?*
- *How costly are they?*

Infraestrutura

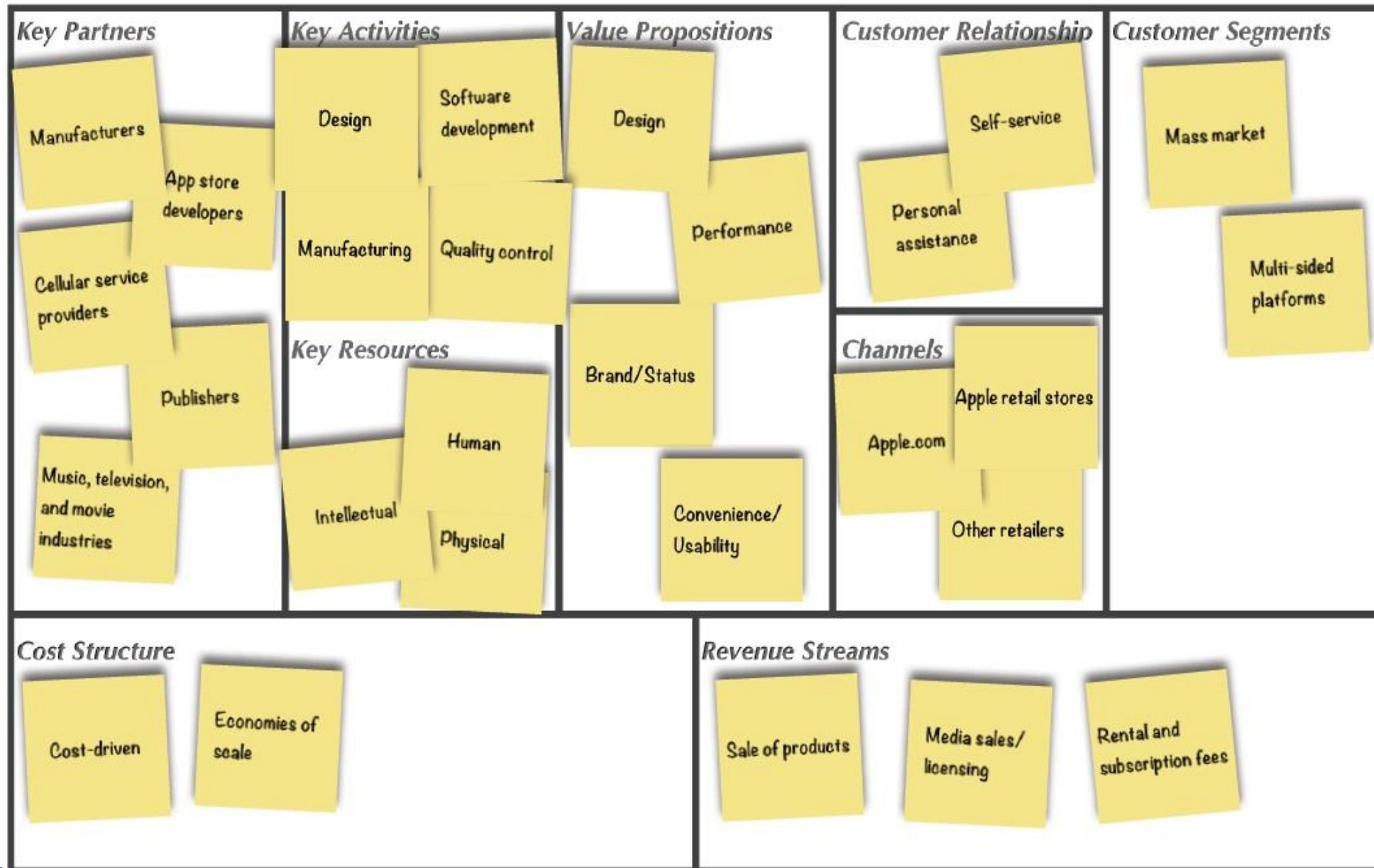
- Atividades-chave: As atividades mais importantes para executar a proposição de valor da empresa. Exemplo: a Bic teve que criar uma eficiente *supply chain* para reduzir os custos.
- Recursos-chave: Os recursos que são necessários para criar valor para o cliente. São considerados ativos da empresa e são necessários para manter e dar suporte ao negócio. Esses recursos podem ser humanos, financeiros, físicos ou intelectuais.
- Rede de parceiros: As [alianças de negócios](#) que complementam os outros aspectos do modelo de negócio.

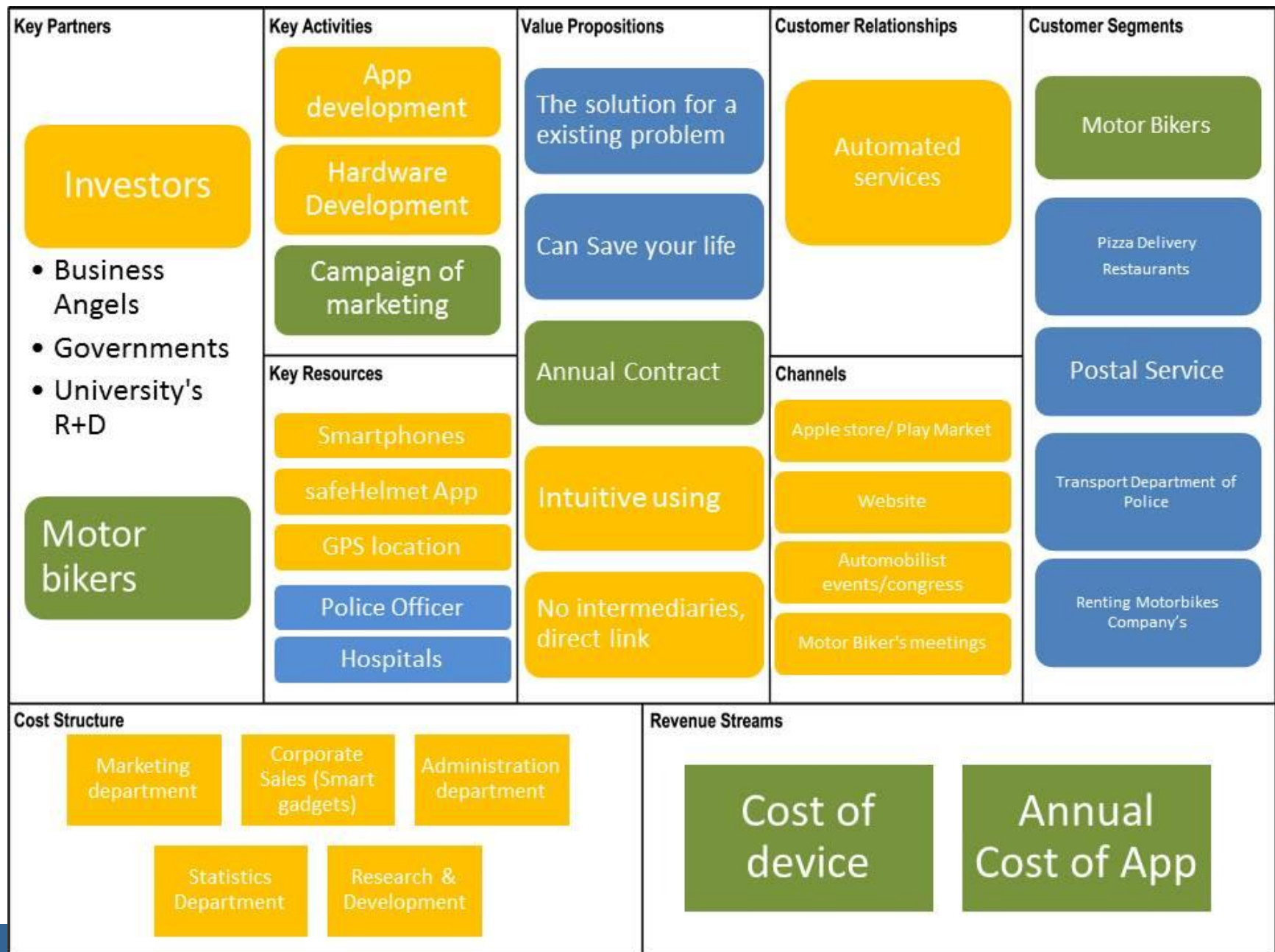
Finanças

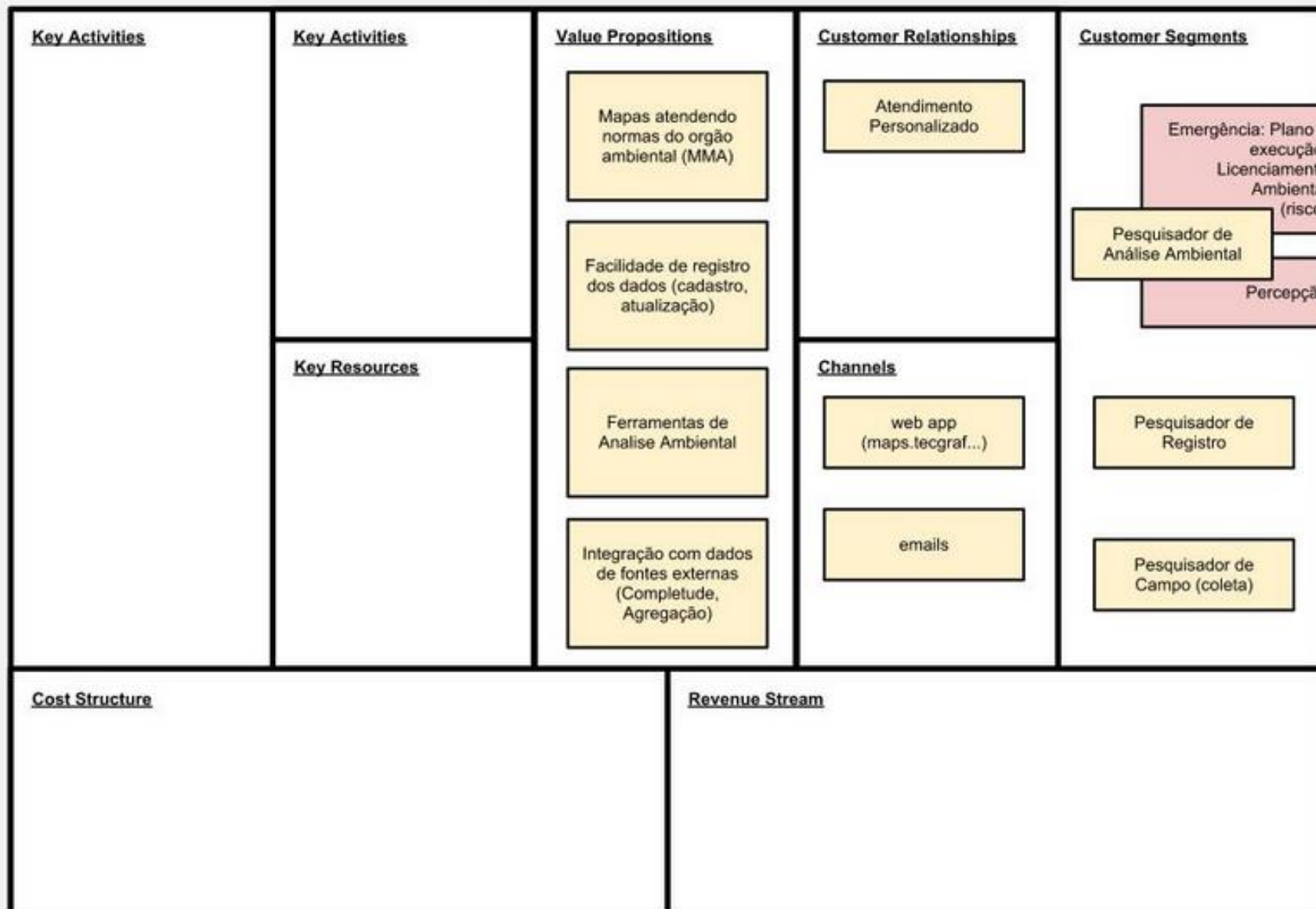
- Estrutura de custos: As consequências monetárias dos meios utilizados no modelo de negócios.
- Fluxos de receita: A forma como a empresa ganha dinheiro através de uma variedade de fluxos de receitas. Rendimentos de uma empresa.

EXEMPLOS

Business Model Canvas: Apple





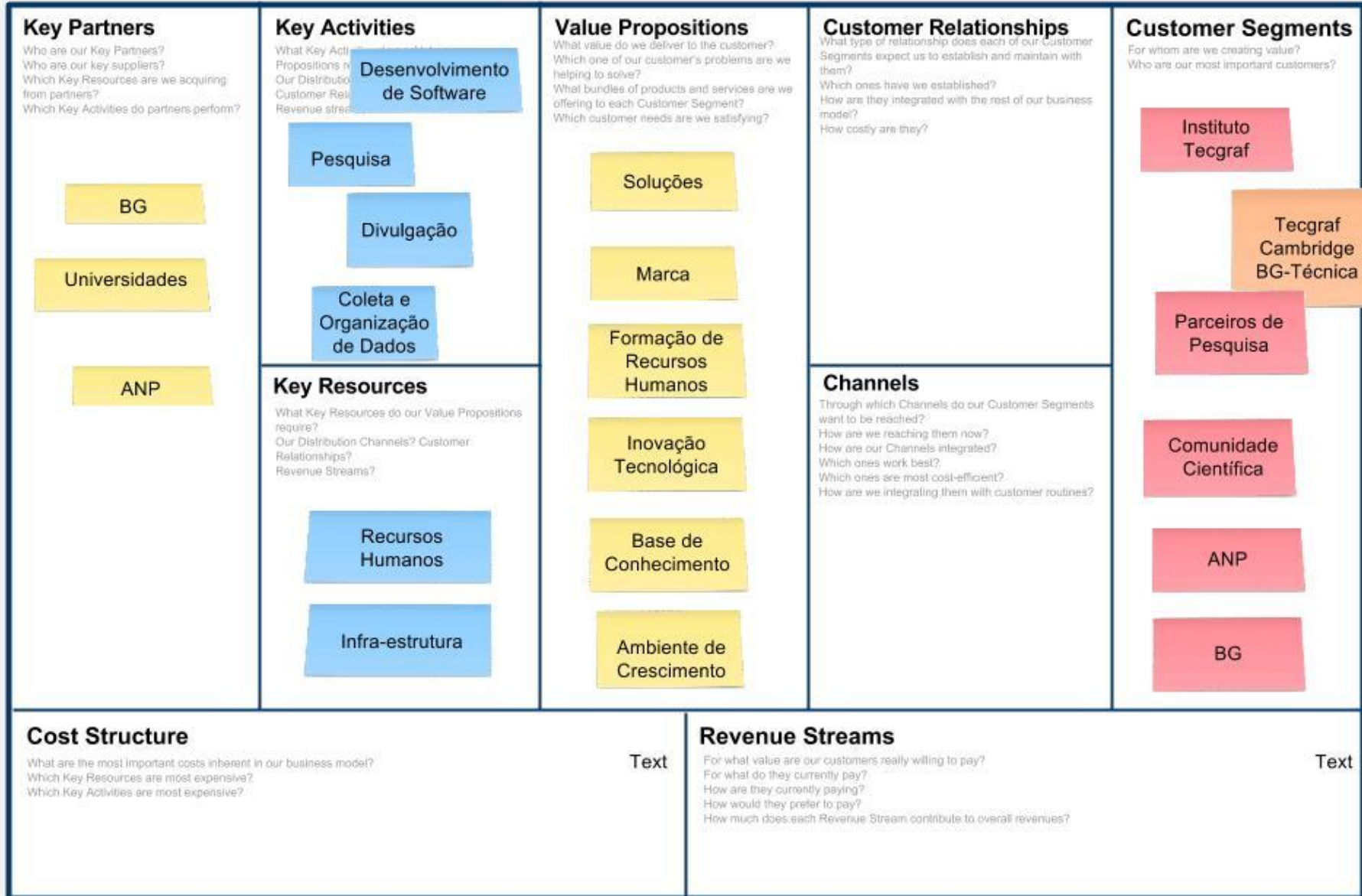


The Business Model Canvas

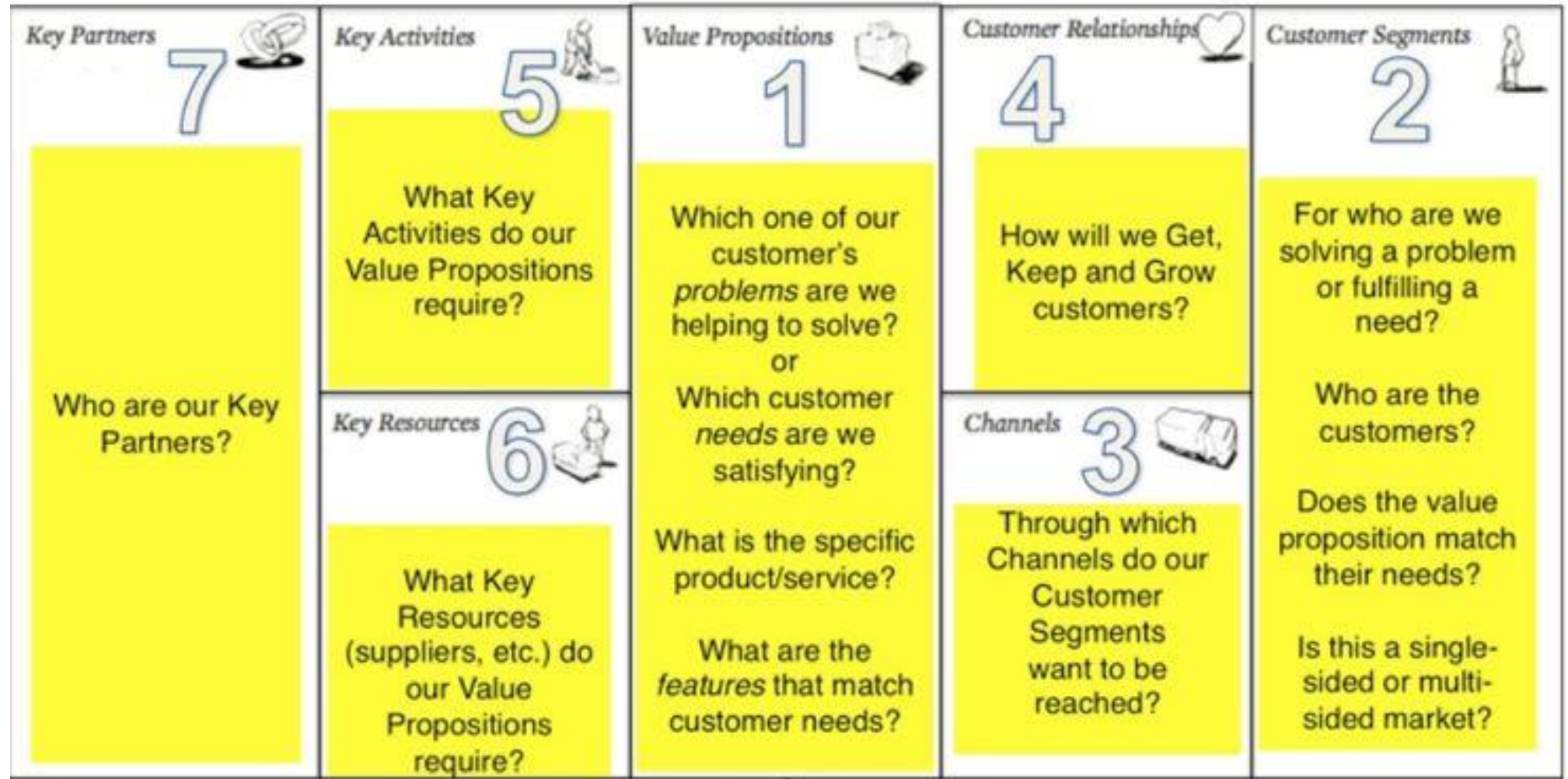
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On: 03/09/201
Iteration #




PRINCIPAIS PERGUNTAS



Cost Structure 

9

What are the most important costs in our business model?

Revenue Streams 

8

What is the revenue model? What are the pricing tactics? For what value are our customers willing to pay?