



# Empreendedorismo e Inovação

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**IDEIA**

**NEGÓCIO**



**Design**

**Test**

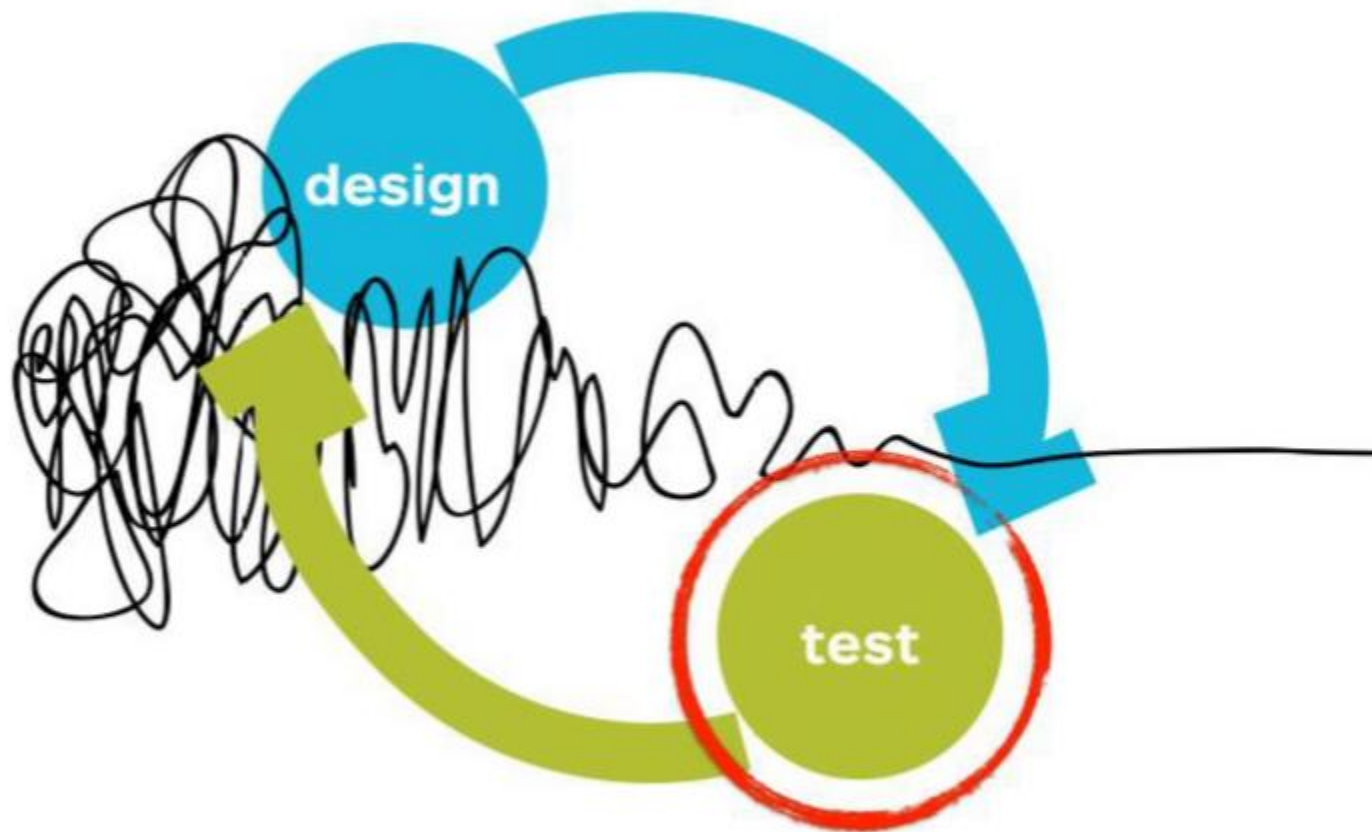
**Evolve**

Search

Post-Search

**Business  
Model  
Canvas**

**Business  
Plan**



# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		



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<https://www.strategyzer.com/canvas/business-model-canvas>

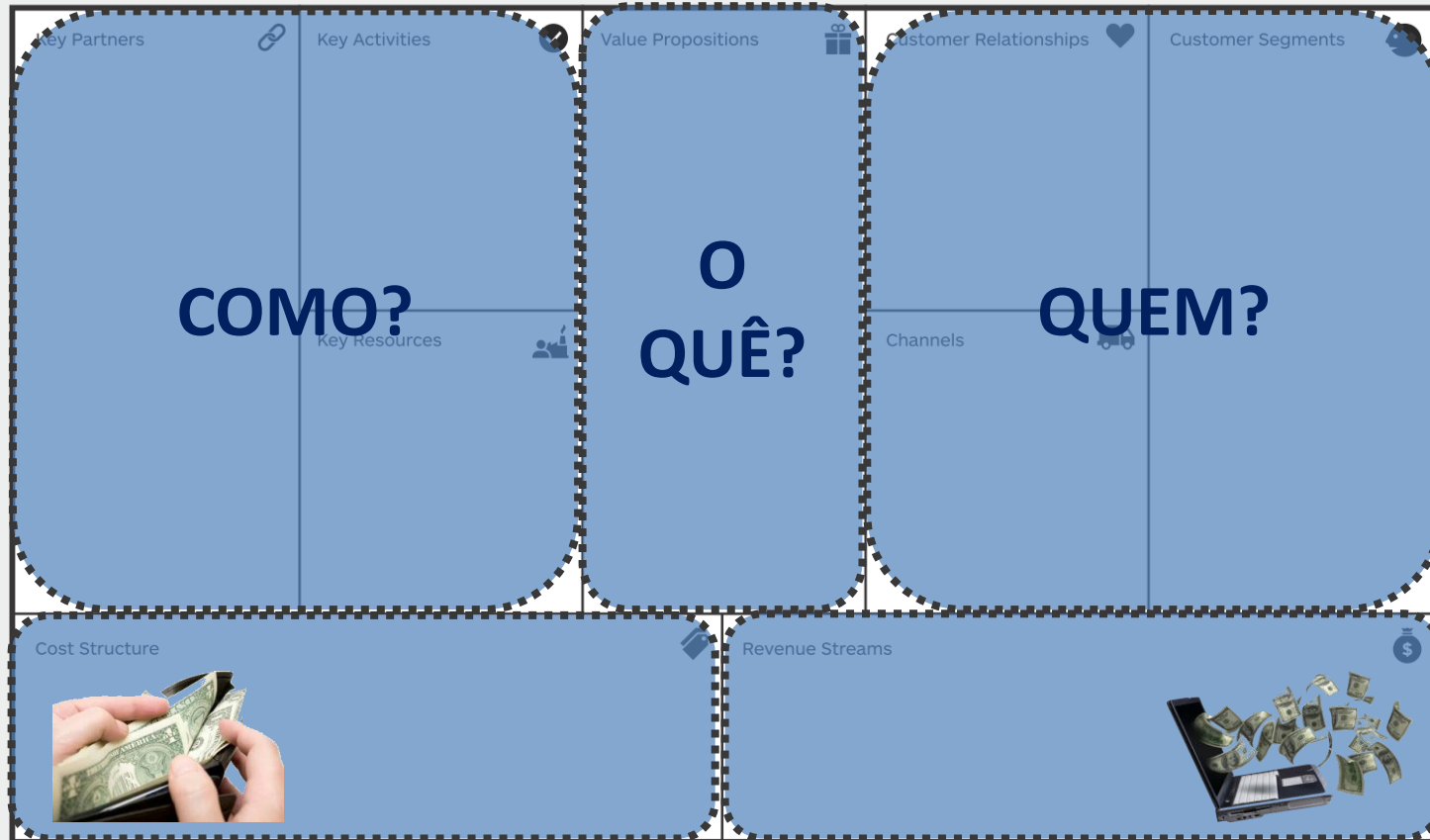
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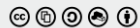
Designed for:

Designed by:

Date:

Version:

<p>Key Partners </p> <p>7</p>	<p>Key Activities </p> <p>8</p>	<p>Value Propositions </p> <p>1</p>	<p>Customer Relationships </p> <p>4</p>	<p>Customer Segments </p> <p>2</p>
	<p>Key Resources </p> <p>6</p>		<p>Channels </p> <p>3</p>	
<p>Cost Structure </p> <p>9</p>			<p>Revenue Streams </p> <p>5</p>	




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Sketch Out Your Hypothesis				
<p>The business model canvas lets you look at all nine building blocks of your business on one page. Each component of the business model contains a series of hypotheses that you need to test.</p>				
KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
		 <p><b>Alexander Osterwalder</b> Lead Author <i>Business Model Generation</i> Co-founder <i>Strategyzer.com</i></p>		
	KEY RESOURCES		CHANNELS	
COST STRUCTURE			REVENUE STREAMS	

Nespresso Machines  
Nespresso Pods












# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions   <b>O QUÊ?</b>	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		



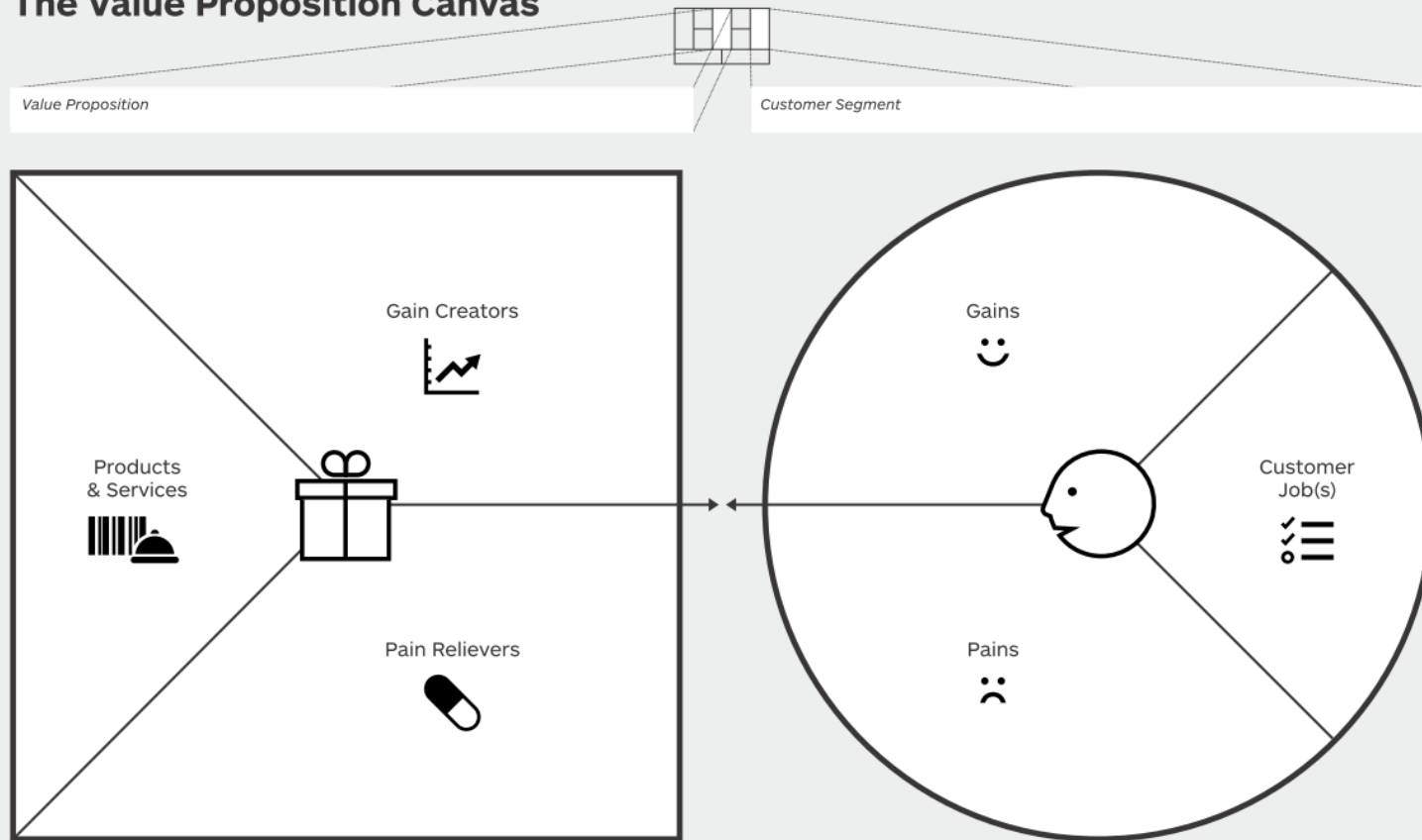
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# The Value Proposition Canvas



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# Bem vs. Serviço



## 1) Propriedade não é transferida

Ao comprar um serviço, a propriedade do serviço não é transferida para o cliente final. Se comprar um carro, o carro é seu. Mas se comprar um bilhete de avião, o avião não é definitivamente seu.



# Bem vs. Serviço



## 2) Intangibilidade

Como é que se mede um serviço? Num restaurante, a refeição pode ser medida, mas os esforços feitos para confeccionar a mesma refeição por dois *chefs* diferentes não podem ser medidos somente na ótica do cliente.



# Bem vs. Serviço



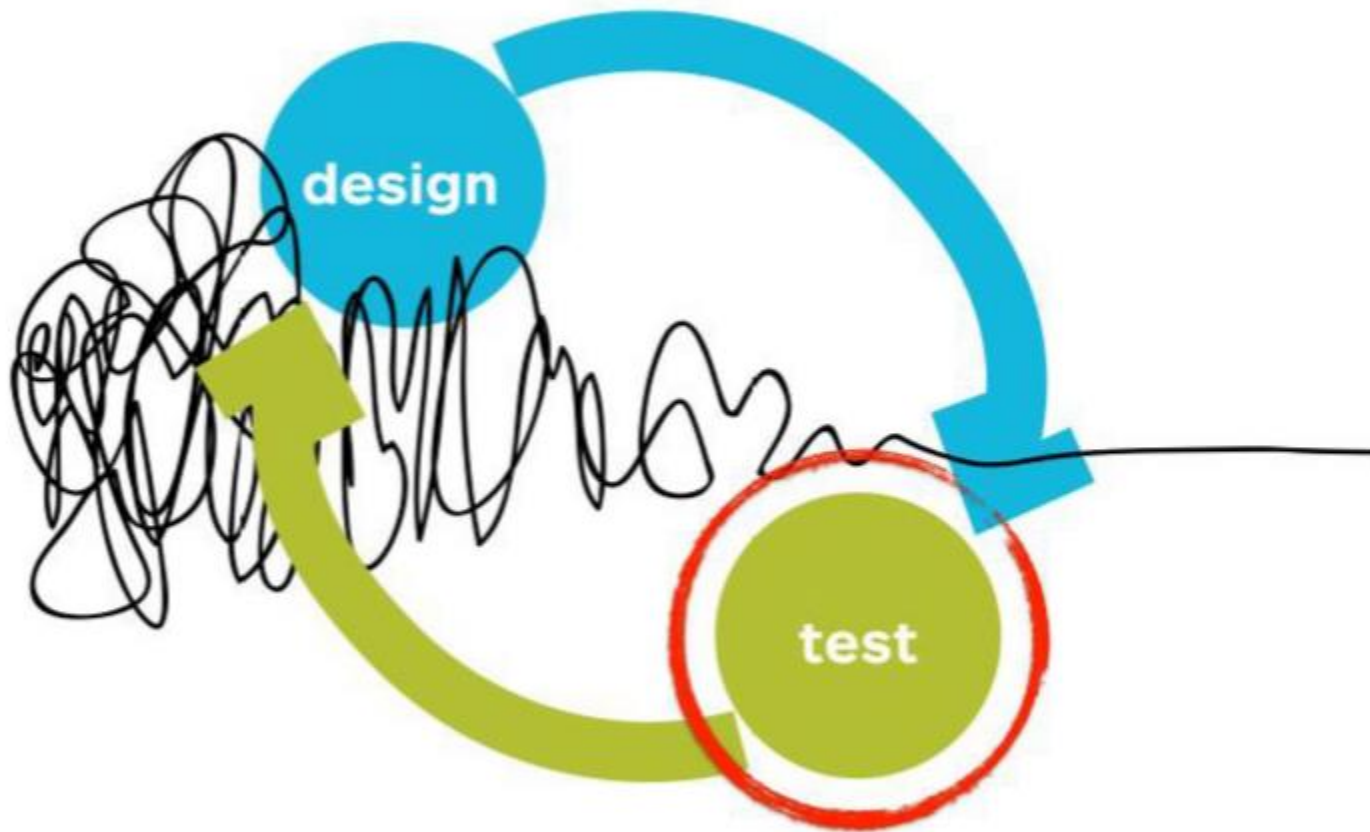
## 3) Envolvimento do cliente

Ao comparar a diferença entre bens e serviços, temos de avaliar também o envolvimento do cliente também. Nos serviços, o envolvimento dos clientes é muito superior do que nos produtos.



O desafio das filas nas cantinas...













# O desafio das filas nas cantinas...

**The Business Model Canvas**

Designed for: \_\_\_\_\_ Designed by: \_\_\_\_\_ Date: \_\_\_\_\_ Version: \_\_\_\_\_

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 			
Cost Structure				Revenue Streams 

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