

Stanford University

## Technology Entrepreneurship Part 2

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## New Review

## Submission

**Museum of Petroleum Technology as a Strategy for Knowledge Transfer and Development of Technological Tourism. Venezuela Case.**

Key Partnership	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Universidad Dr Rafael Belloso Chacin Gobernacion del Zulia PDVSA Min Tec Fundacite BOD SOCIETY OF PETROLEUM ENGINEER American Alliance of Museums  Suppliers: Improcrom material POP Agencias de Publicidad SOCIETY OF PETROLEUM ENGINEER	What Key Activities do our Value Propositions require? Meeting to present business model Make economic study of investment Reduce uncertainty Knowledge management  Our Distribution Channels? SOCIAL MEDIA TWITTER INSTAGRAM FACEBOOK, BLOGS UNIVERSITY WEB PAGE TV AND RADIO Customer Relationships?  Key Resources  What Key Resources do our Value Propositions require? TECHNOLOGY, KNOWLEDGE, PHILANTROPY,	What value do we deliver to the customer? Inspire curiosity based research of school visitors Generate values, identities and attitudes in the local community to promote sustainable community development TOURISM  Which one of our customer's problems are we ACCESS TO KNOW ADVANCES IN OIL TECHNOLOGY WHICH IS VERY	What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Personal assistance Dedicated Personal Assistance SOCIAL MEDIA, BLOGS, WEB PAGE  Which ones have we established? Rafael Belloso University (URBE) TEACHERS and Universidad del Zulia  How are they integrated with the rest of our business model?  Channels INTERNET NEWSPAPER TV Through which Channels do our	Preschool: Basic Education , students and parents Basic School : students and parents. University Students Specialists / Researchers Visitors and Tourists General Public Communities with various disabilities or physical or mental limitations Cultural public and private institutions and professional associations Collectors Nearby communities Administrative - political diplomatic

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