

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS
Capex reduction and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Serviços digitais

Empresas de webhosting

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES
Production
Problem Solving
Platform/network

Serviços digitais

- Atendimento às questões do cliente.
- Manutenção e melhorias da plataforma

Value Propositions



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?

CHARACTERISTICS
Benefits
Performance
Customization
"Getting the job done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Conveniência e mais promoções

O cliente terá acesso à várias promoções que podem ou não ser exclusivas.

Dinamicidade, informações centralizadas e autoria na criação de promoções:

- O sistema lida com vários elementos diferentes de um negócio de pizzaria e ajuda a gerenciar seus processos internos enquanto centraliza todas as informações de seus clientes.

- Isso o auxilia a ter uma imagem clara de seu negócio, que o ajuda a melhorar suas estratégia de mercado e, por consequência, seu faturamento.

- Com o recurso de criação de promoções, o cliente também pode incentivar o aumento de fluxo de seus estabelecimentos como achar melhor.

Customer Relationships



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?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

Suporte técnico

Contratando o produto, o cliente-estabelecimento também leva um plano de assistência técnica.

Serviço gratuito

Em nenhum momento o usuário será cobrado por estar utilizando os serviços de promoções.

Channels



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?

CHANNEL TYPES
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?

Telefone e visitas in loco

Entra-se em contato através de ligações telefônicas com pizzarias e visitas in loco aos estabelecimentos.

Email e exibição no site

O cliente receberia promoções por email e também terá acesso a elas pelo site, ao estar logado em sua conta.

Customer Segments



For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Pizzaria

Estabelecimentos que vendem pizza e buscam uma solução digital para resolver questões internas (estoque, pedidos, funcionários, etc) e que querem ter uma imagem virtual que vá além de um simples site informativo.

Grande público

Pessoas que utilizam a internet no dia a dia, gostam de pizza e tem interesse em promoções de pizzas

Cost Structure



What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IN YOUR BUSINESS MODEL
Cost driven business model structure: low price value proposition, maximum automation, extensive outsourcing
Value Driven Business model structure: premium value proposition
SAMPLE CHARACTERISTICS
Fixed Costs: salaries, rents, utilities
Variable costs
Economies of scale
Economies of scope

Manutenção de plataforma

- Salários de programadores
- Custos dos serviços de armazenamento de dados

Revenue Streams

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?

FIXED PRICING
List Price
Product features dependent
Customer segment dependent
Volume dependent
FIXED PRICING
List Price
Product features dependent
Customer segment dependent
Volume dependent
DYNAMIC PRICING
Negotiation/Bargaining
Real-time Market

Licença de uso



A negociação seria pela licença de uso do software e não pelo software em si, então seria cobrada uma taxa mensal pelo uso do software.