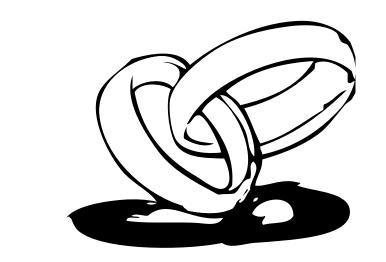
Iteration:

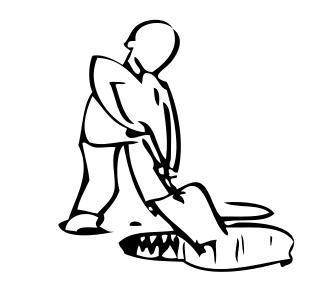
Key Partners



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

- Cadeias de supermercados;
- Utilizadores;
- Chefs de cozinha;

Key Activities



What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? Production Problem Solving Platform/Network

- Desenvolver Website com as funcionalidades pretendidas;
- Aumentar número de utilizadores;

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?

"Getting the Job Done

Convenience/Usability

- FeedBack;

What type of relationship does each of our Customer

Which ones have we established?

How costly are they?

Dedicated Personal Assistanc

Personal assistance

Automated Service

Segments expect us to establish and maintain with them?

How are they integrated with the rest of our business model?

- Suporte ao utilizador;

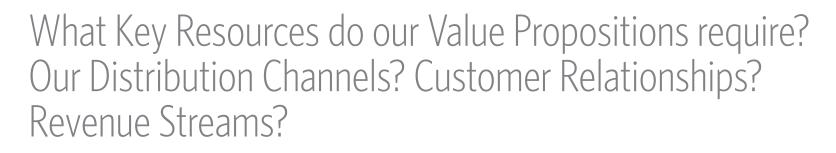
Customer Relationships . Customer Segments

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

Mass Market Segmented Diversified Multi-sided Platform

- Pessoas que gostem de cozinhar;
- Pessoas que tenham interesse em melhorar as suas receitas;
- Chefs de cozinha;

Key Resources





- Servidor;
- Plataforma;
- Utilizadores que criam receitas;

- Interação entre os utilizadores, o que lhes permite receber feedback e, assim, melhorar as suas receitas;

- Funcionalidade que permite obter uma refeição através dos produtos que tem em casa;

Channels



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?

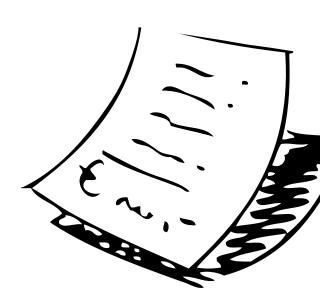
- Publicidade em revistas, canais televisivos ou de Youtube de culinária;
- Website da CookFan;

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? Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)

- Manutenção do Website;

- Marketing;



Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How much does each Revenue Stream contribute to overall revenues?

FIXED PRICING

List Price

Asset sale Usage fee Lending/Renting/Leasing Brokerage fees

Negotiation(bargaining) Product feature dependent Yield Management Customer segment dependent Real-time-Market Volume dependent

- Publicidade;



SAMPLE CHARACTERISTICS: *Fixed Costs (salaries, rents, utilities)*

Economies of scale

Economies of scope







