

BUSINESS MODEL CANVAS



Equivocarse es el único camino a la
innovación

Steve Jobs



Steve Jobs a los 30 años fue despedido por el CEO que él contrató porque las Mac fueron un desastre en retorno de inversión y ventas.

Walt Disney



Walt Disney fue despedido del periódico local Kansas City Star en el que trabajaba como escritor por "falta de imaginación y carencia de ideas" y quebró dos empresas que inició

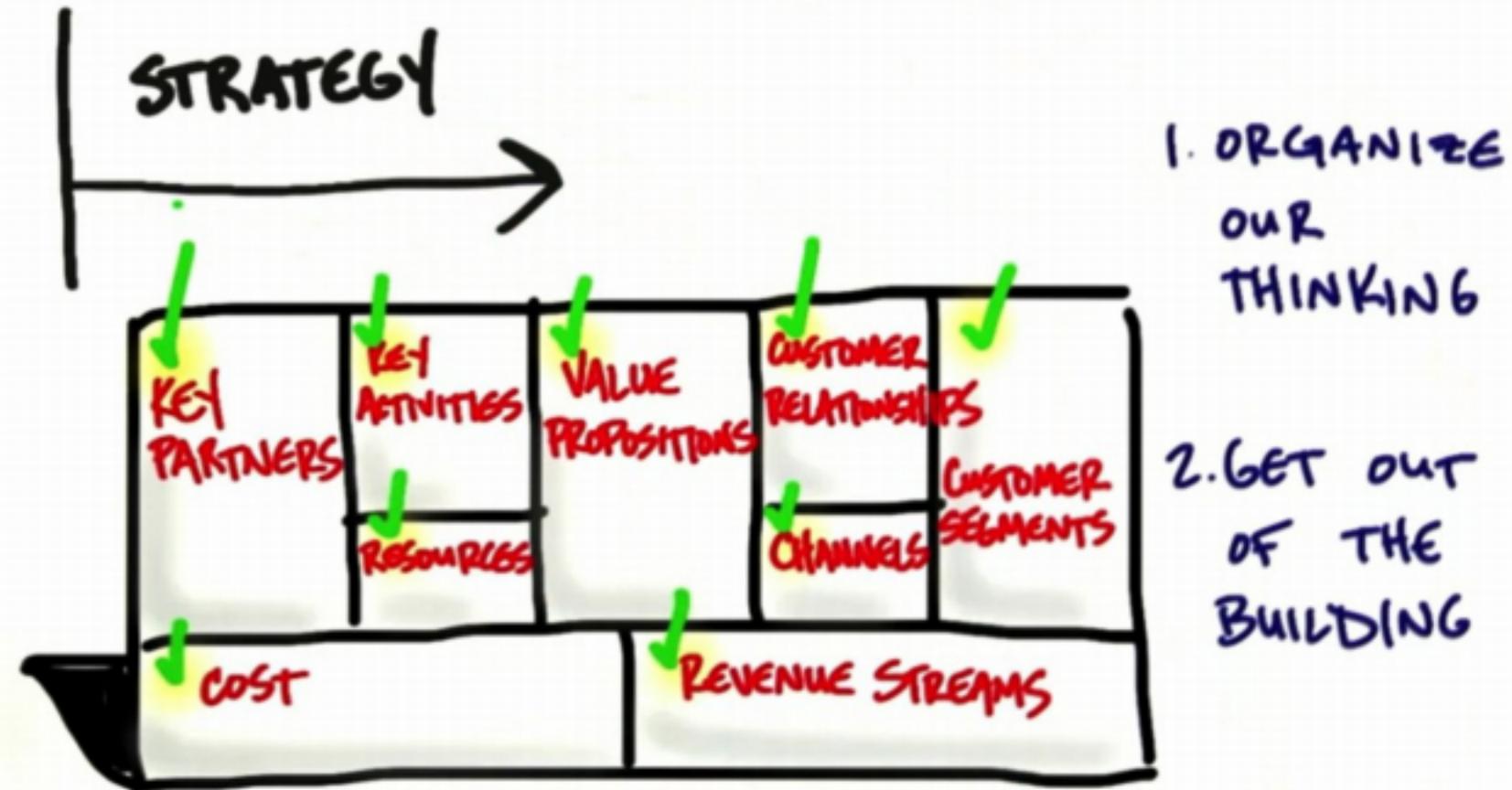


Gastón Acurio

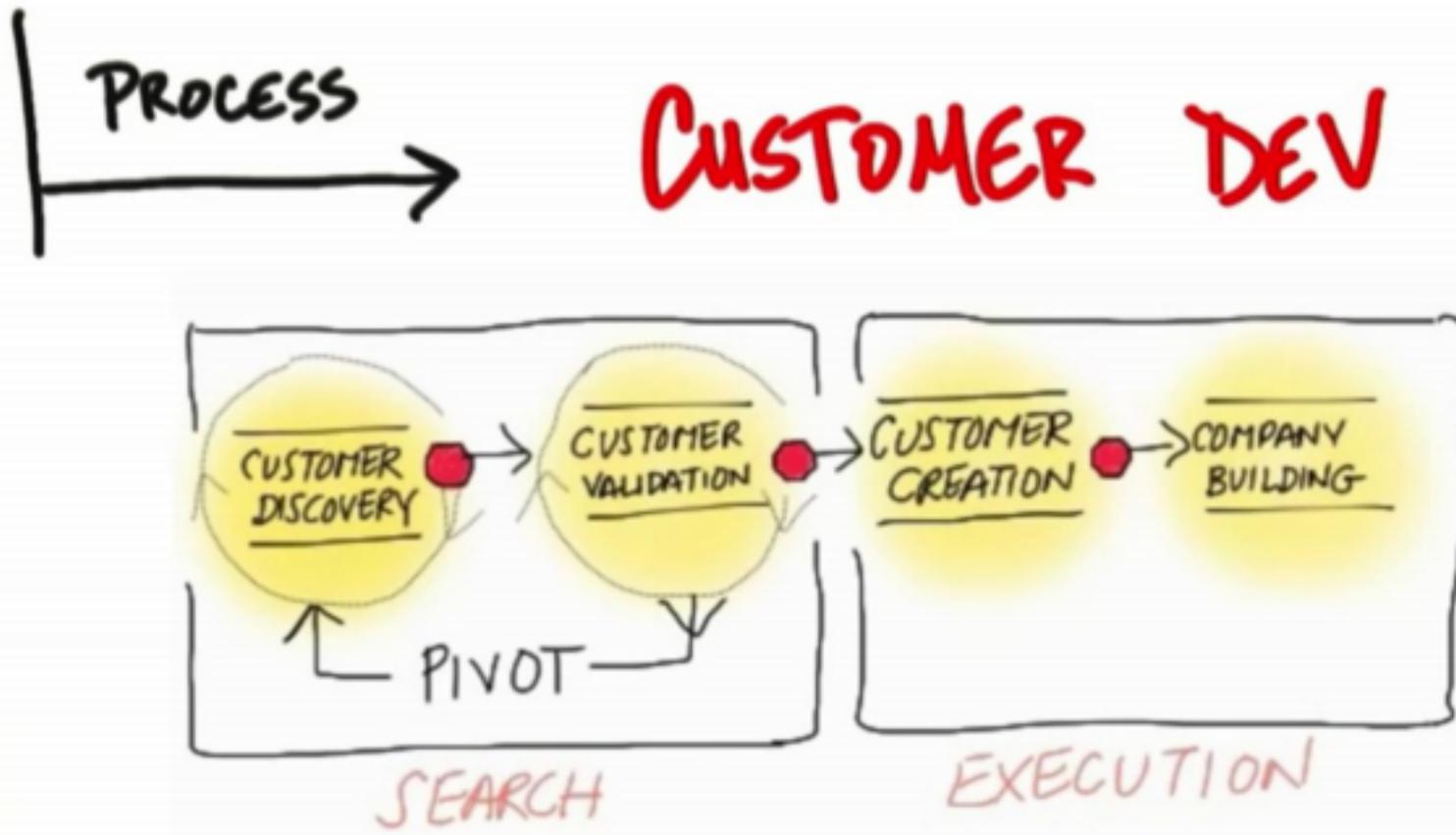
Gastón Acurio al regresar de Francia abrió su primer restaurante ofreciendo comida francesa y nadie fue.

Nunca loaremos bien al primer intento.
El punto es poner algo afuera en el mundo y
usarlo para continuar
aprendiendo, preguntando y probando.

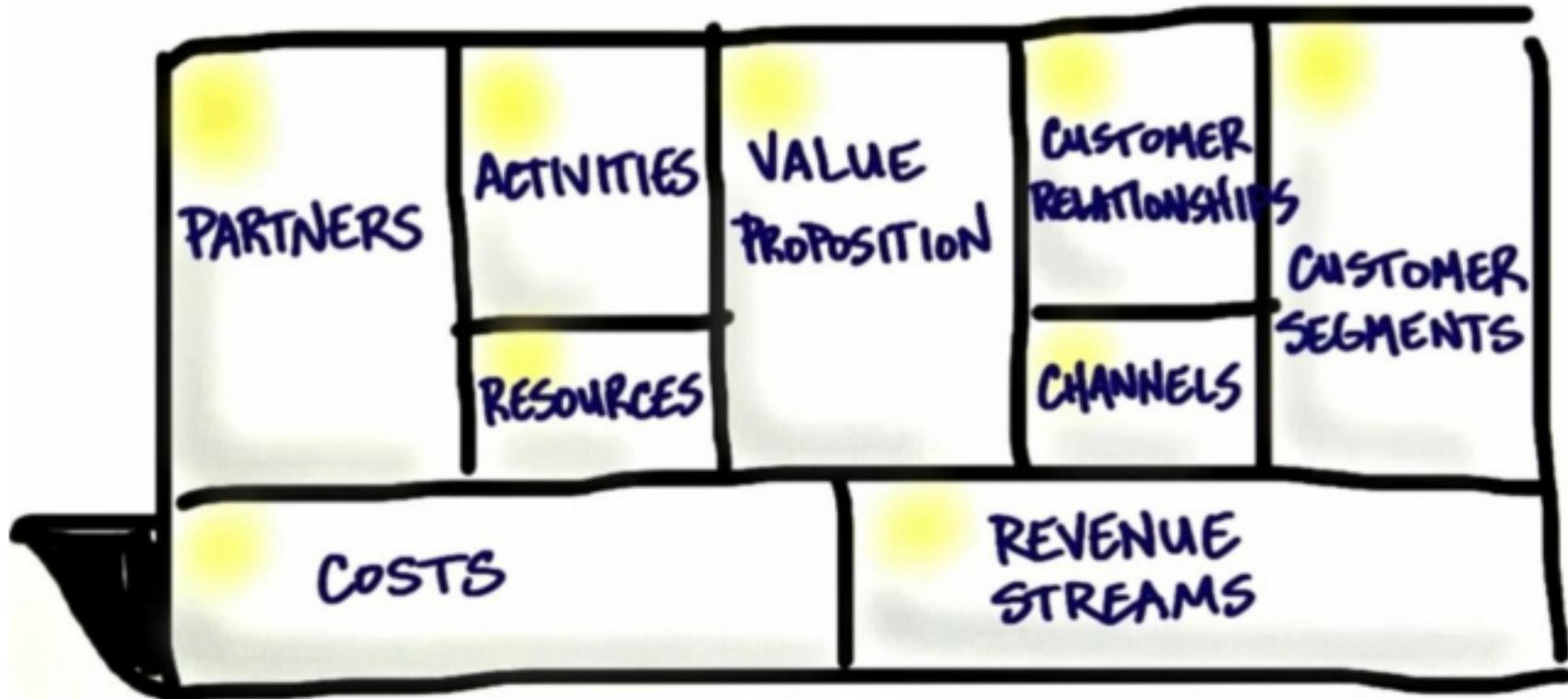
ESTRATEGIA ACTUAL



CUSTOMER DEVELOPMENT



CANVAS



HIPOTESIS

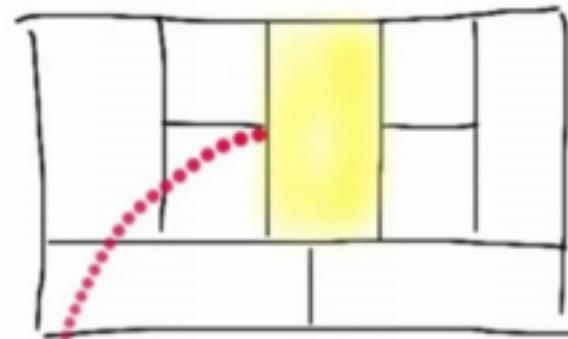
.....



CANVAS ITERADO



VALUE PROPOSITION



1. VALUE PROPOSITIONS

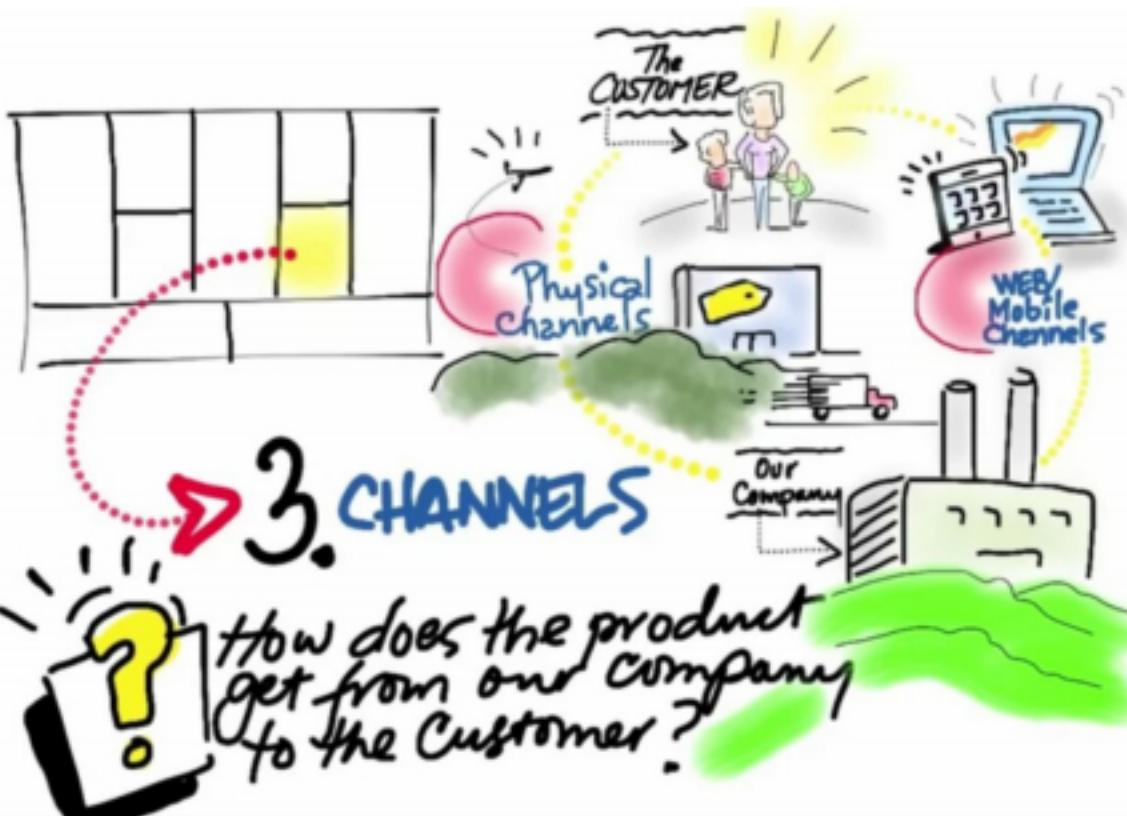
"It's not about your IDEA or PRODUCT!"



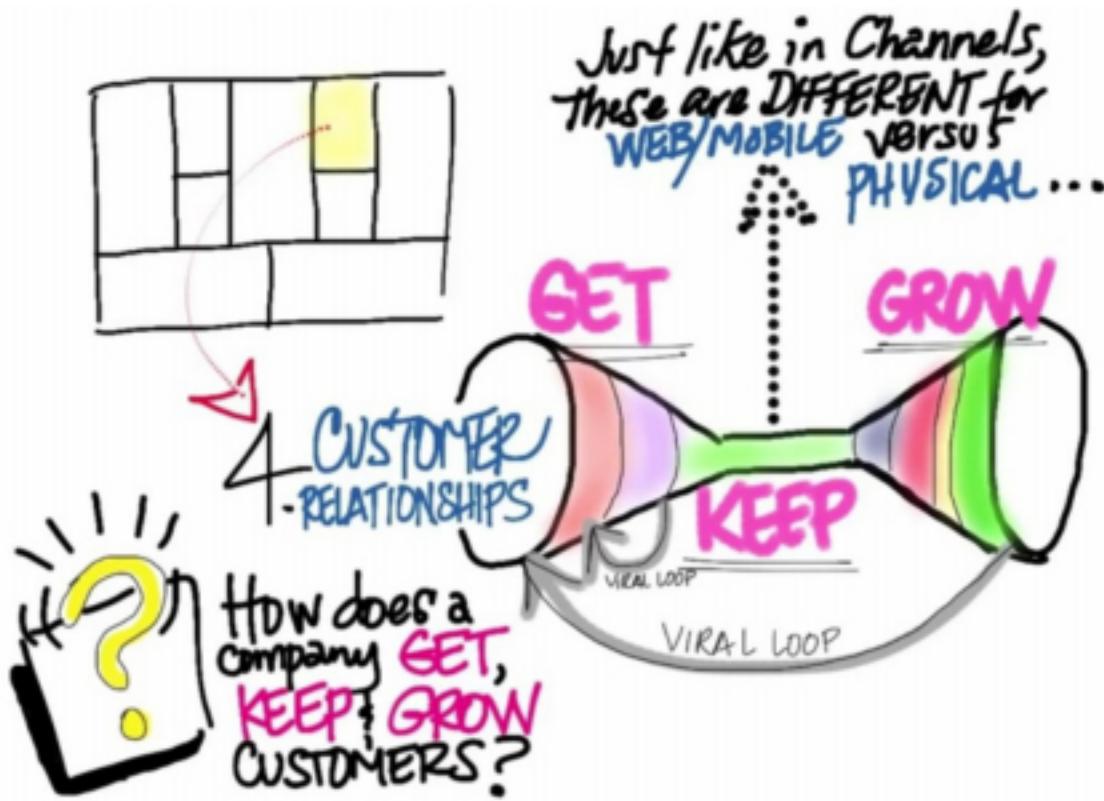
CUSTOMER SEGMENTS



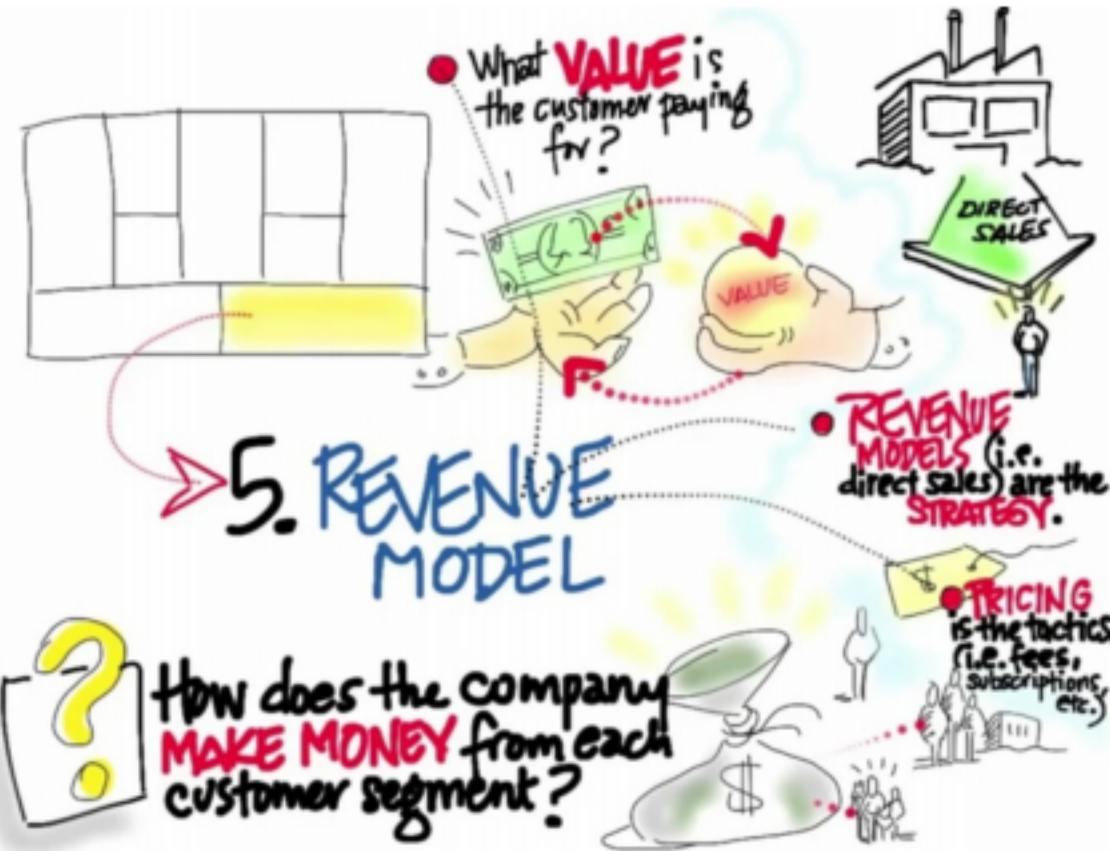
CHANNELS



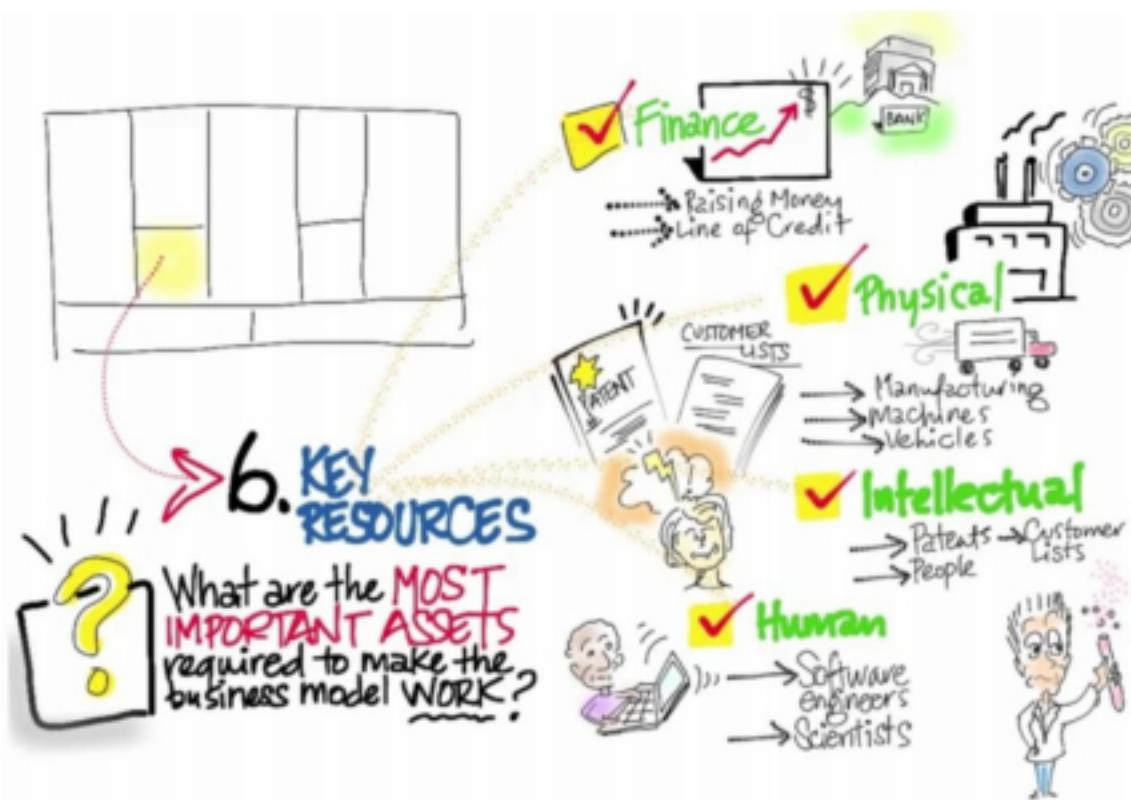
CUSTOMER RELATIONSHIPS



REVENUE MODEL



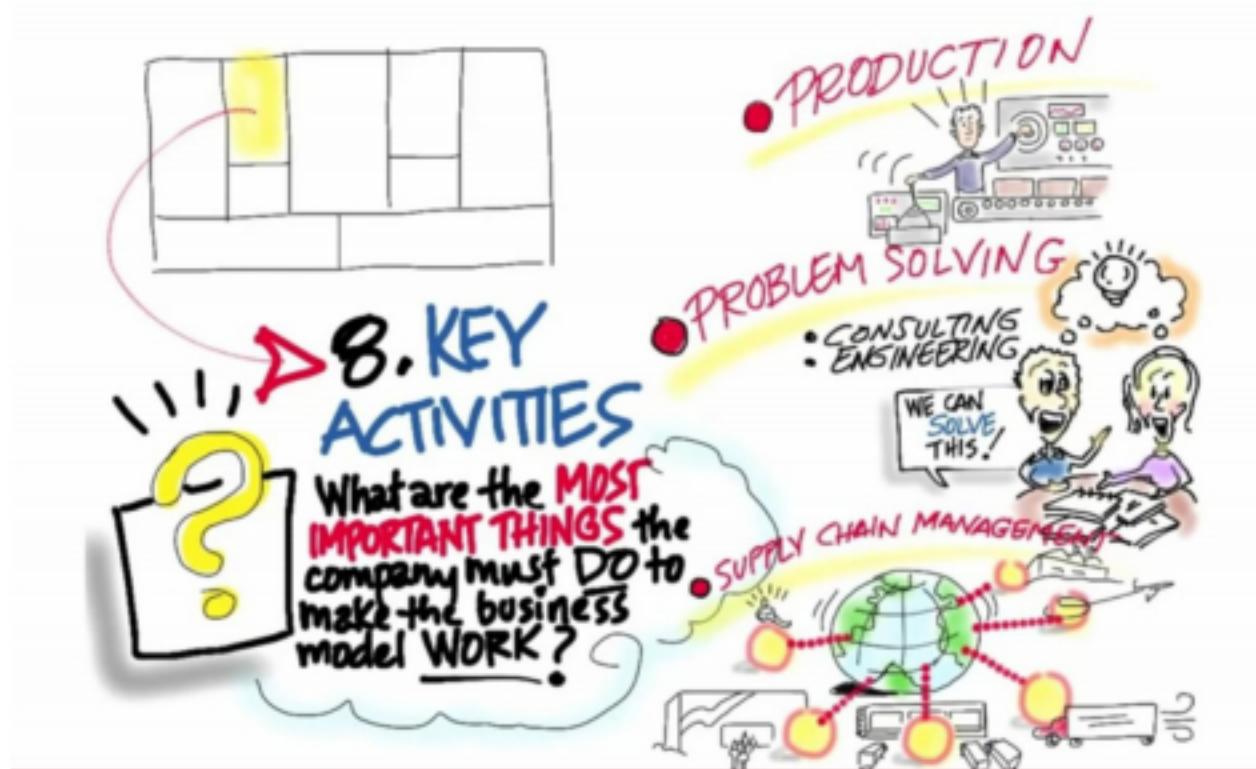
KEY RESOURCES



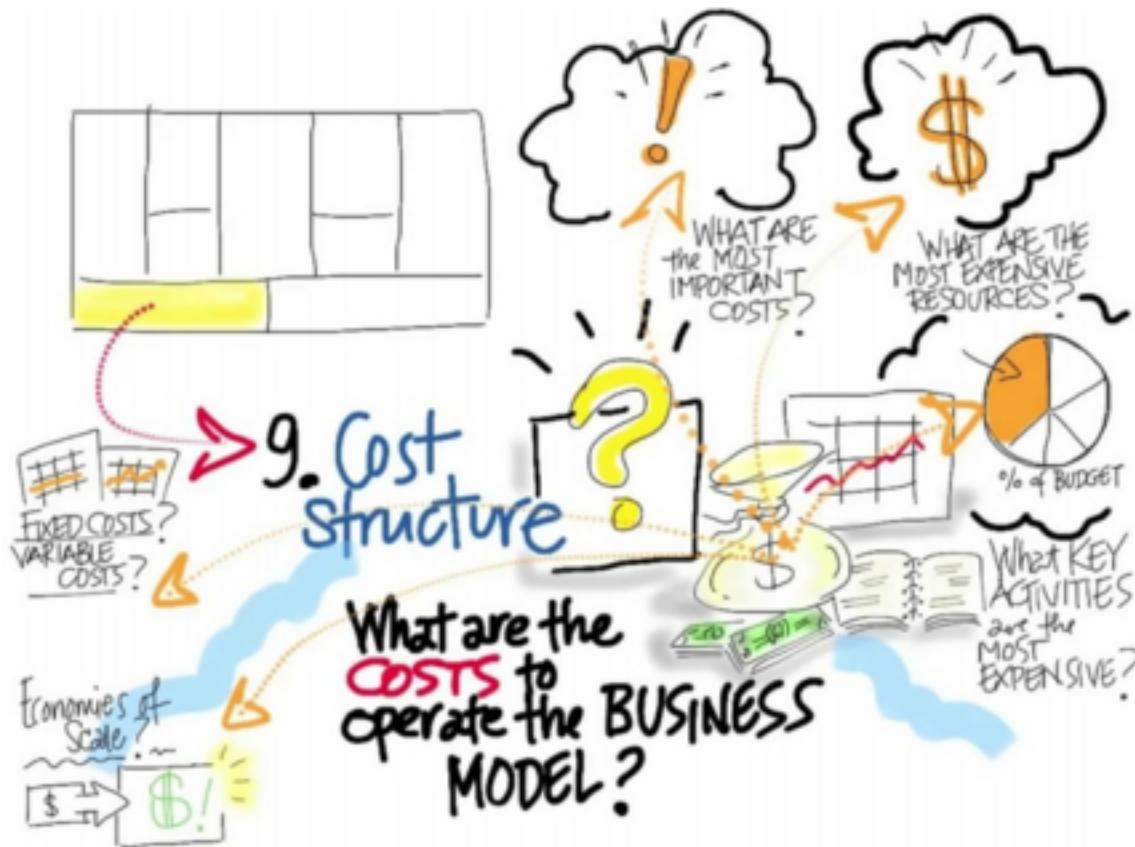
KEY PARTNERSHIS



KEY ACTIVITIES

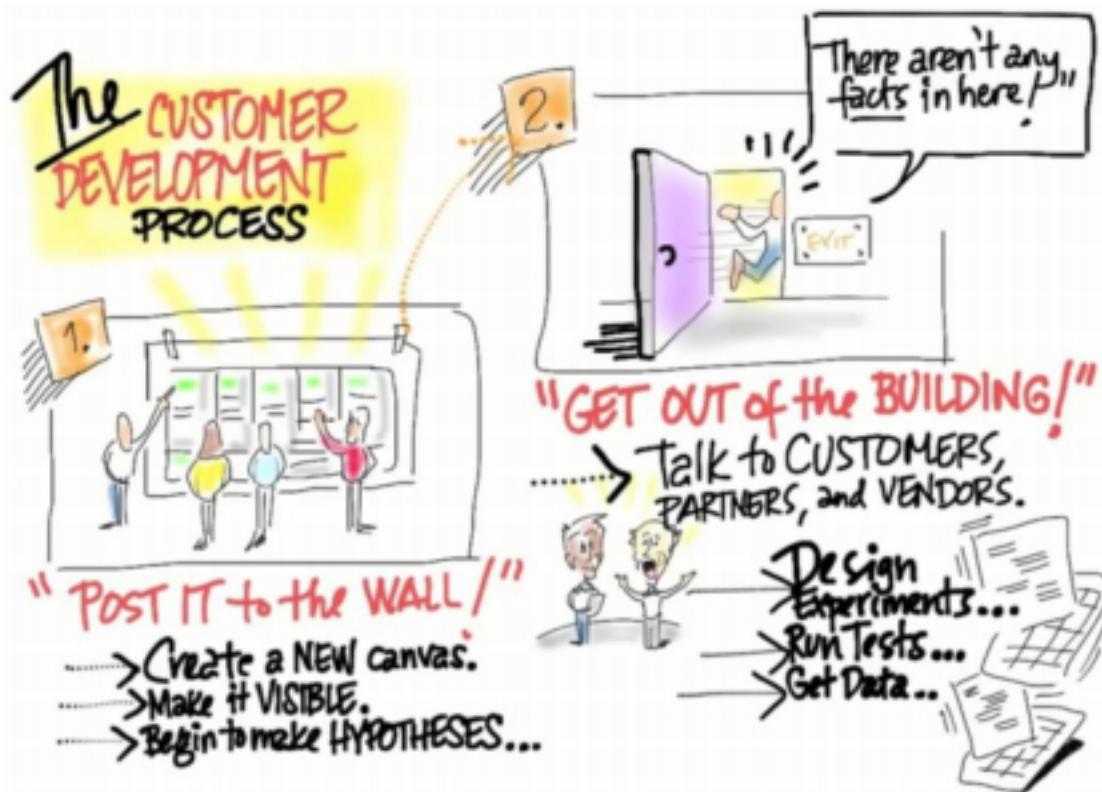


COST STRUCTURE



CUSTOMER DEVELOPMENT PROCESS

.....



CUSTOMER DEVELOPMENT PROCESS

.....

- Identificar una necesidad del cliente/mercado.
- Establecer el tamaño del mercado.
- Analizar la competencia.
- Potencial de crecimiento.

MERCADO TOTAL

TOTAL AVAILABLE MARKET

How BIG IS THE PIE?



How Do I FIND OUT?

- Industry Analysts
in your Domain
- Wall Street Analysts

- How many people would want/
need the product?
- How large is the market if they
all bought?

MERCADO SERVIDO

TOTAL AVAILABLE MARKET

How BIG IS THE PIE?



How DO I FIND OUT?

-Talk to potential customers

- How many people need/can use the product?
- How many have the money to buy?
- Understand for dollars/units

MERCADO

TARGET

TOTAL AVAILABLE MARKET

How BIG IS THE PIE?



- Who am I going to sell to in year 1, 2, & 3?
- How many customers is that?
- How large if they all bought?

HOW DO I FIND OUT?

- Talk to potential customers
- Identify and talk to channel partners/competitors

EJEMPLO CANVAS

Jersey**Square**

"The Netflix of Licensed Sports Jerseys"

As of: 8/31/12



Bryan Gitler



Elmer Moore



Jay Naik



Michael Melmed

JerseySquare** is a rental service for
professional sports jerseys**

Total Interviews: 169

Total Website Visits: 190

TOTAL SUBSCRIPTIONS SOLD: 2

EJEMPLO

CANVAS-DIA 1

Key Partners (7) <small>Who are our key partners/ suppliers</small>	Key Activities (5) <small>Which key activities does the biz model require</small>	Value Proposition (1) <small>What value do we deliver to the customer</small>	Customer Relationships (4) <small>What type of relationship does each segment require of us</small>	Customer Segments (2) <small>For whom are we creating value</small>
Professional Sports Leagues Jersey Suppliers Dry Cleaners Stadium Shop/ Vendors Pre-paid Envelope Suppliers USPS/Fedex/UPS	<ul style="list-style-type: none"> - Rental Tracking - Shipping - Dry cleaning - Marketing - Customer Service <p>Key Resources (6) <small>Which key resources does the biz model require</small></p> <ul style="list-style-type: none"> Jersey Inventory Warehouse Logistics system 	<p>A cheaper way to wear Officially Licensed sports jerseys to a game</p> <p>Eliminate risk of owning a player jersey who is traded</p> <p>Provide alternative to purchasing counterfeit jerseys</p>	<p>Search ads</p> <p>Social Media</p> <p>At Stadium Promotions</p>	<p>Professional Sports Game Attendees</p> <ul style="list-style-type: none"> - Male - Adult - <\$100k income - Attend 10+ games per yr
Cost Structure (9) <small>What are our cost drivers</small>				Revenue Streams (8) <small>How much is each segment willing to pay and how would they like to pay us this amount</small>
Warehouse, shipping, cleaning, logistics tracking, website development/maintenance				Annual Subscription Model

EJEMPLO

CANVAS-DIA 2

Key Partners (7) <small>Who are our key partners/ suppliers</small>	Key Activities (5) <small>Which key activities does the biz model require</small>	Value Proposition (3) <small>What value do we deliver to the customer?</small>	Customer Relationships (4) <small>What type of relationship does each segment require of us</small>	Customer Segments (2) <small>For whom are we creating value</small>
Professional Sports Leagues Jersey Suppliers Dry Cleaners Stadium Shop/ Vendors Pre-paid Envelope Suppliers USPS/Fedex/UPS	<ul style="list-style-type: none"> - Rental Tracking - Shipping - Dry cleaning - Marketing - Customer Service <p>Key Resources (6) <small>Which key resources does the biz model require</small></p> <ul style="list-style-type: none"> Jersey Inventory Warehouse Logistics system 	<p>A cheaper way to wear Officially Licensed sports jerseys to a game</p> <p>Eliminate risk of owning a player jersey who is traded</p> <p>Provide alternative to purchasing counterfeit jerseys</p>	<p>GET - Search Ads, Partnerships, At stadium promotion</p> <p>KEEP - Customer Service</p> <p>GROW - Referral Program</p> <p>Channels (3) <small>Through which channel does each segment want to be reached</small></p> <ul style="list-style-type: none"> Website Stadium Shops/ Vendors Ticket Websites Direct Mail 	<p>Professional Sports Game Attendees</p> <ul style="list-style-type: none"> - Male and Female - Young Adult 18-30 - <\$100k income - Attend >10% of home-games per yr - Casual sports fans
Cost Structure (9) <small>What are our cost drivers</small>				Revenue Streams (8) <small>How much is each segment willing to pay and how would they like to pay us this amount</small>
Jerseys, warehouse, shipping, cleaning, logistics tracking, website development/maintenance, customer service employees				Annual Subscription Model Pay per Rental

EJEMPLO CANVAS-DIA 3

Key Partners (7) <small>Who are our key partners/ suppliers</small>	Key Activities (5) <small>Which key activities does the biz model require</small>	Value Proposition (3) <small>What value do we deliver to the customer</small>	Customer Relationships (4) <small>What type of relationship does each segment require of us</small>	Customer Segments (2) <small>For whom are we creating value</small>
Jersey Suppliers Dry Cleaners Pre-paid Envelope Suppliers USPS/Fedex/UPS	Rental Tracking Shipping Dry cleaning Marketing Customer Service	SPORTS JERSEY OWNERS - Flexibility to change jersey - Eliminate risk of owning jersey who is traded	GET - Search Ads, Partnerships, At stadium promotion KEEP - Customer Service GROW - Referral/ Reward Program	Professional Sports Fans SPORTS JERSEY OWNERS - Male - Kid to Young Adult 13-35
	Key Resources (6) <small>Which key resources does the biz model require</small>	SINGLE GAME ATTENDEES - Cheaper way to wear jersey to a game	Channels (3) <small>Through which channel does each segment want to be reached</small>	SINGLE GAME ATTENDEES - Male and Female - Young Adult 18-30 - Casual fan
	Jersey Inventory Warehouse Logistics system		Website Stadium-Shops/ Vendors Ticket Websites Direct-Mail	
Cost Structure (9) <small>What are our cost drivers</small>		Revenue Streams (8) <small>How much is each segment willing to pay and how would they like to pay us this amount</small>		
Jerseys, warehouse, shipping, cleaning, logistics tracking, website development/ maintenance, customer service employees		SINGLE GAME ATTENDEES - Pay per Rental		SPORTS JERSEY OWNERS - Annual Subscription

EJEMPLO CANVAS-DIA 4

Key Partners (7) <small>Who are our key partners/ suppliers</small>	Key Activities (5) <small>Which key activities does the biz model require</small>	Value Proposition (1) <small>What value do we deliver to the customer</small>	Customer Relationships (4) <small>What type of relationship does each segment require of us</small>	Customer Segments (2) <small>For whom are we creating value</small>
Jersey Suppliers Dry Cleaners Pre-paid Envelope Suppliers USPS/Fedex/UPS	Rental Tracking Shipping Dry cleaning Marketing Customer Service	SPORTS JERSEY OWNERS - Flexibility to change jersey - Eliminate risk of owning jersey who is traded	GET - Search Ads, Partnerships, Social Media, At stadium promotion KEEP - Customer Service GROW - Referral/Reward Program	Professional Sports Fans SPORTS JERSEY OWNERS - Male - Kids to Young Adult 13-35
	Key Resources (6) <small>Which key resources does the biz model require</small> Jersey Inventory Warehouse Logistics system	SINGLE GAME ATTENDEES - Cheaper way to wear jersey to a game	Channels (3) <small>Through which channel does each segment want to be reached</small> Website Ticket-Websites	SINGLE GAME ATTENDEES - Male and Female - Young Adult 18-30 - Casual fan
Cost Structure (9) <small>What are our cost drivers</small>		Revenue Streams (8) <small>How much is each segment willing to pay and how would they like to pay at this amount</small>		
Jerseys, warehouse, shipping, cleaning, logistics tracking, website development/maintenance, customer service employees		SINGLE GAME ATTENDEES - Pay per Rental		SPORTS JERSEY OWNERS - Annual Subscription \$200

EJEMPLO CANVAS-DIA 5

Key Partners (7) <small>Who are our key partners/ suppliers</small>	Key Activities (5) <small>Which key activities does the business model require</small>	Value Proposition (1) <small>What value do we deliver to the customer?</small>	Customer Relationships (4) <small>What type of relationship does each segment expect of us?</small>	Customer Segments (3) <small>For whom are we creating value</small>
Jersey Suppliers Dry Cleaners Pre-paid Envelope Suppliers USPS	Rental Tracking Shipping Dry cleaning Marketing Customer Service Key Resources (6) <small>Which key resources does the business model require</small> Jersey Inventory Warehouse Logistics system	SPORTS JERSEY OWNERS <ul style="list-style-type: none"> - Flexibility to change jersey - Eliminate risk of owning jersey who is traded SINGLE GAME ATTENDEES <ul style="list-style-type: none"> - Cheaper way to wear jersey to a game 	GET - Search Ads, Partnerships, Social Media, At stadium promotion KEEP - Seniority, loyalty program GROW - Premium subs, Family plan Channels (3) <small>Through which channel does each segment want to be reached</small> Website	Professional Sports Fans SPORTS JERSEY OWNERS <ul style="list-style-type: none"> - Male - Kids to Young Adult 13-35 SINGLE GAME ATTENDEES <ul style="list-style-type: none"> - Male and Female - Young Adult 18-30 - Casual fan
Cost Structure (9) <small>What are our cost drivers</small>		Revenue Streams (8) <small>How much is each segment willing to pay and how would they like to pay at this amount</small>		
Jerseys, warehouse, shipping, cleaning, logistics tracking, website development/maintenance, customer service employees		SINGLE GAME ATTENDEES <ul style="list-style-type: none"> - Pay per Rental 		SPORTS JERSEY OWNERS <ul style="list-style-type: none"> - Annual Subscription, Monthly Subscription, One-Time

PREGUNTAS

hacer su
primera
iteracion

GO!

15 min

powered by
Google for Entrepreneurs

Arequipa

Organizadores:



Patrocinadores:



Fernando D'ALESSIO

Co-Fundador y Ex Director Gerente de:



El principal marketplace
de más rápido crecimiento
en Perú y América Latina

25 Junio 7pm
UCSP - Auditorio Principal

Inversión: Estudiantes S/.10 - General S/.20
20% DE DESCUENTO Presentando esta tarjeta

AGRADECIMIENTO





Lanzamiento Oficial
Empezamos la aventura

14
SEP

Cierre de Inscripciones
Ni un equipo mas

22
OCT

Presentas tu Idea
lo das todo por el todo

12
NOV

SemiFinal UCSP
pasan 10 equipos

13
NOV

Final UCSP
3 ganadores

27
NOV

Final Nacional
Nos vamos a Lima

Final Internacional
Stanford University

TIMELINE

EVENT

