

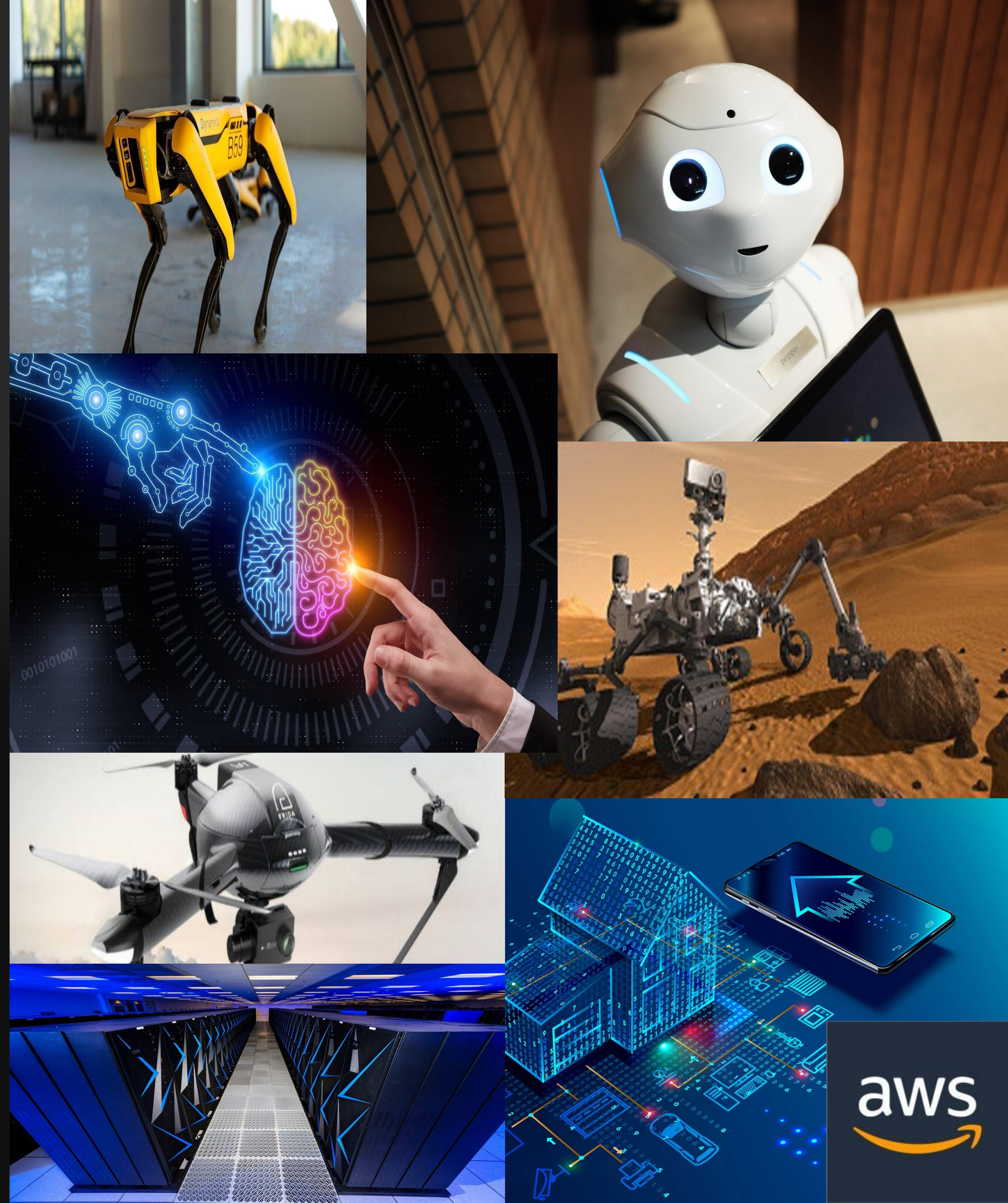
# Programación distribuida

Con un enfoque a emprendimiento

Sesión 2: Lluvia de ideas y canvas

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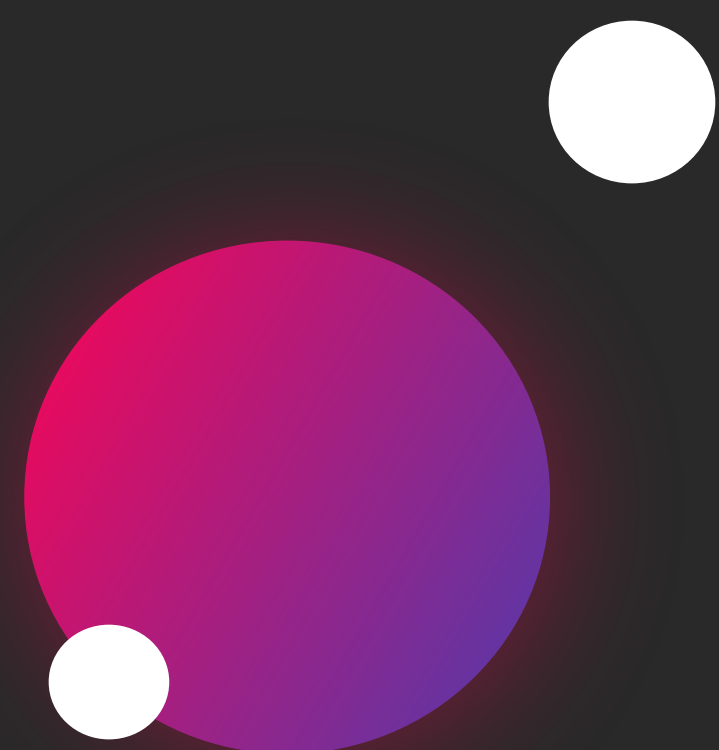






# Agenda

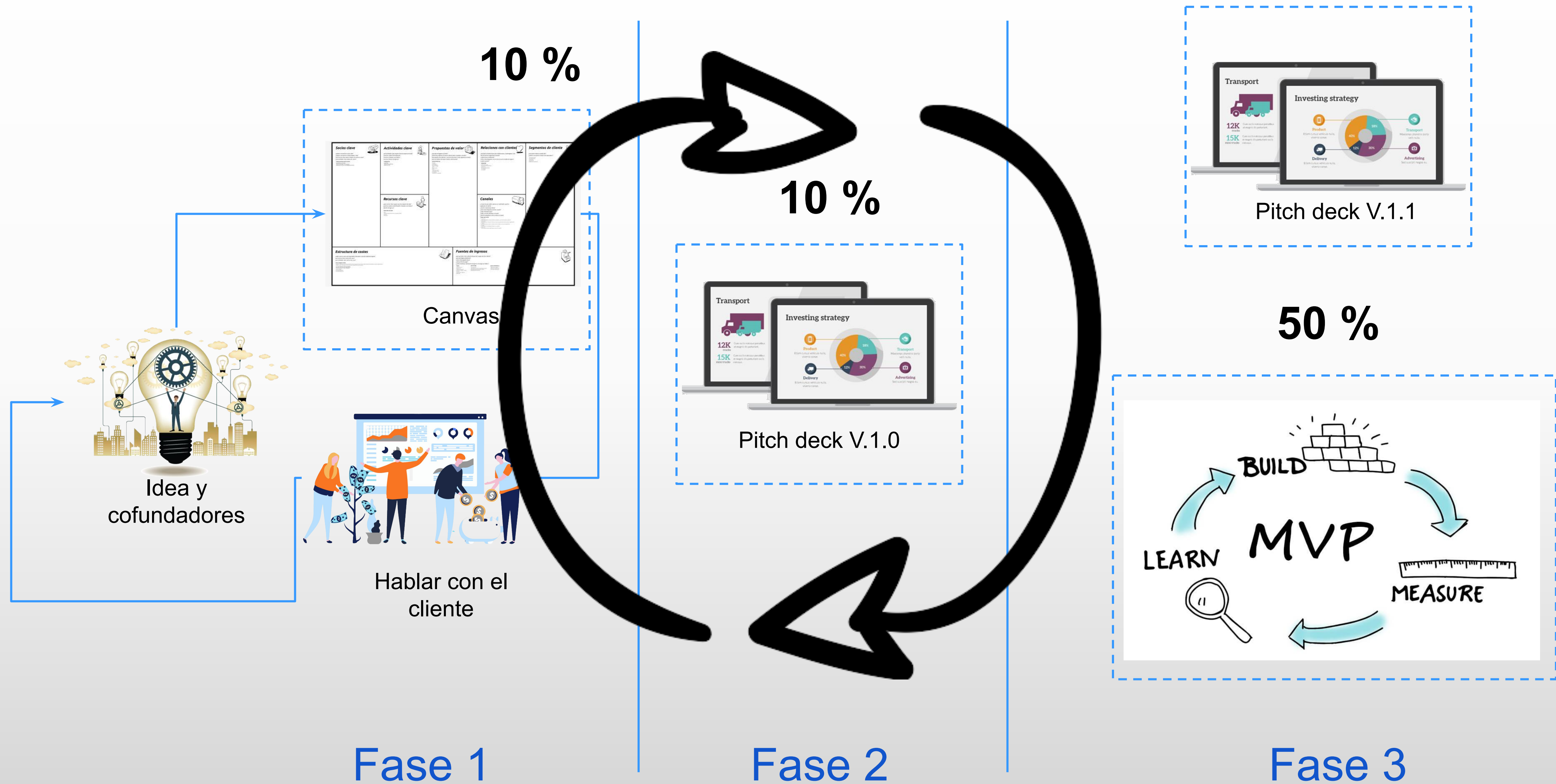
- Discusión TED
- LLuvia de ideas
- Canvas en vivo



LLuvia de ideas



# Acerca de la clase





# Lluvia de ideas



Idea y cofundadores



Canvas en vivo

# Business Model Canvas

Designed for:

Startup Name

Designed by:

Name1, Name2, ...

Date:

DD/MM/YYYY

Version:

X.Y

## 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:

Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities

## Key Activities

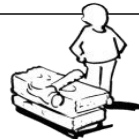


What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?

### CATEGORIES:

Production, Problem Solving, Platform/Network

## Key Resources



What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships Revenue Streams?

### TYPES

OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial

## 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:

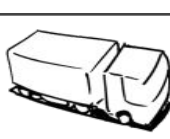
Newness, Performance, Customization, "Getting the Job Done", Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability

## 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?

## 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?

## Customer Segments



For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform

## 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?

### IS

YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).

### SAMPLE

CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope

## 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?

### TYPES:

Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising

FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent

DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market

# Business Model Canvas

Designed for:

Designed by:

Date:

Version:

V.1.0

## Key Partners



Proveedores de insumos

## Key Activities



Hacer el pan

## Value Propositions



Pan tiene formas diferentes

## Customer Relationships



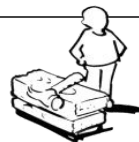
**Como llegar al cliente por primera vez?** Promociones, opciones (centeno, ajo, etc), degustaciones  
Como mantener los clientes?  
Ñapa, sistema de puntos, calidad, nuevas formas

## Customer Segments



Restaurants  
Personas

## Key Resources



Maquinas para hacer el pan

## Channels



Redes sociales  
Ventiladores para engatuzar a la gente con el olor  
Volantes  
Impulsadores

## Cost Structure



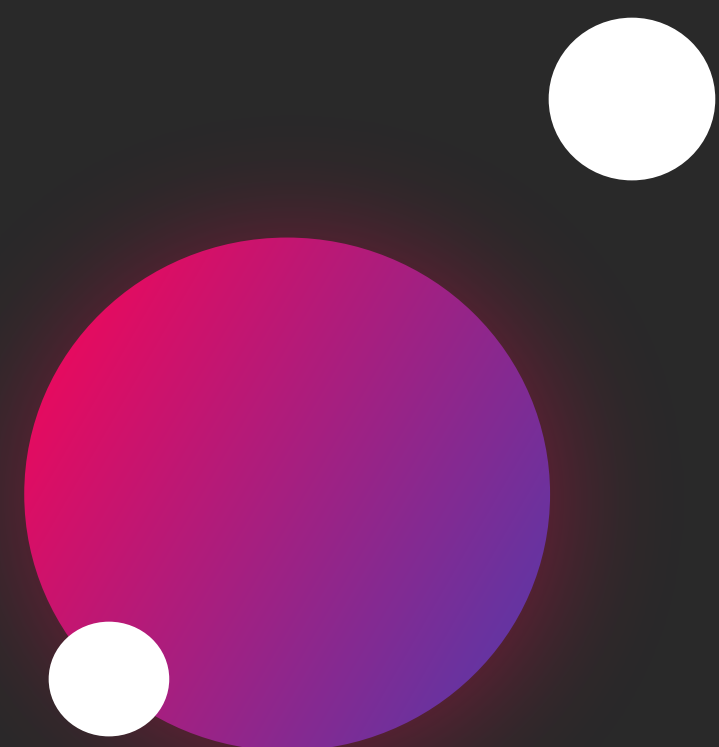
Insumos  
Electricidad - etc  
personal

## Revenue Streams



Ventas del pan





Para la próxima clase

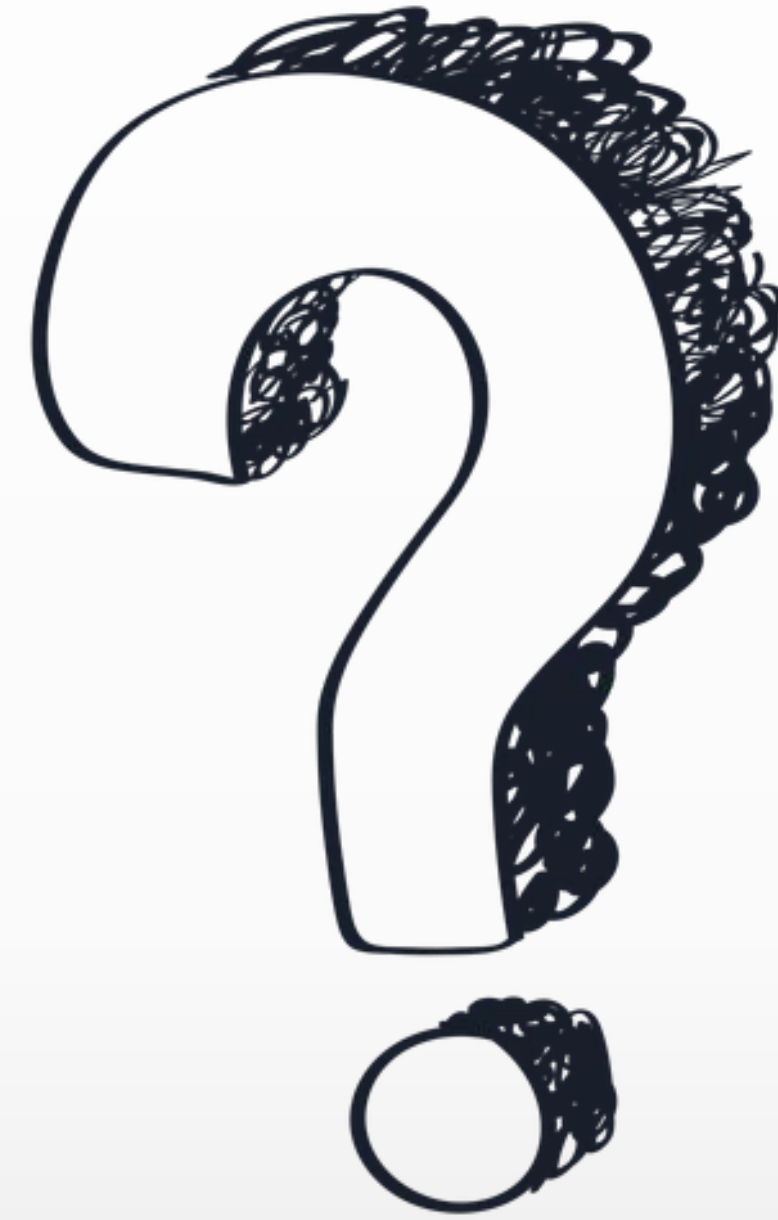


# Para la próxima clase



## 1er seminario





# Gracias

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