business model design and validation

cómo diseñar y validar
tu modelo de negocio

Lucas Cervera - 2013

BM > ¿qué es? ¿para qué sirve?

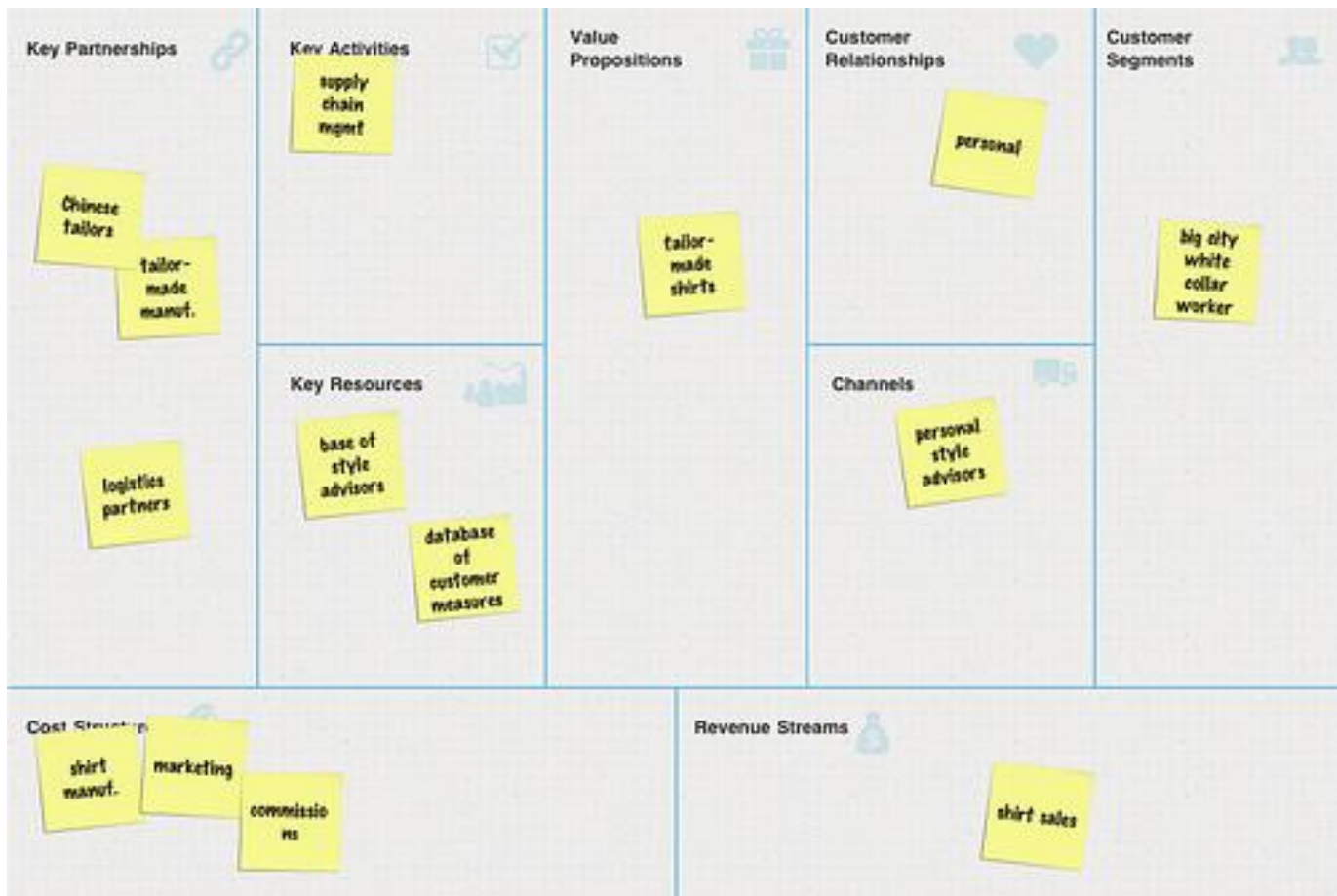cómo una organización crea, entrega y captura valor

BMC > nespresso
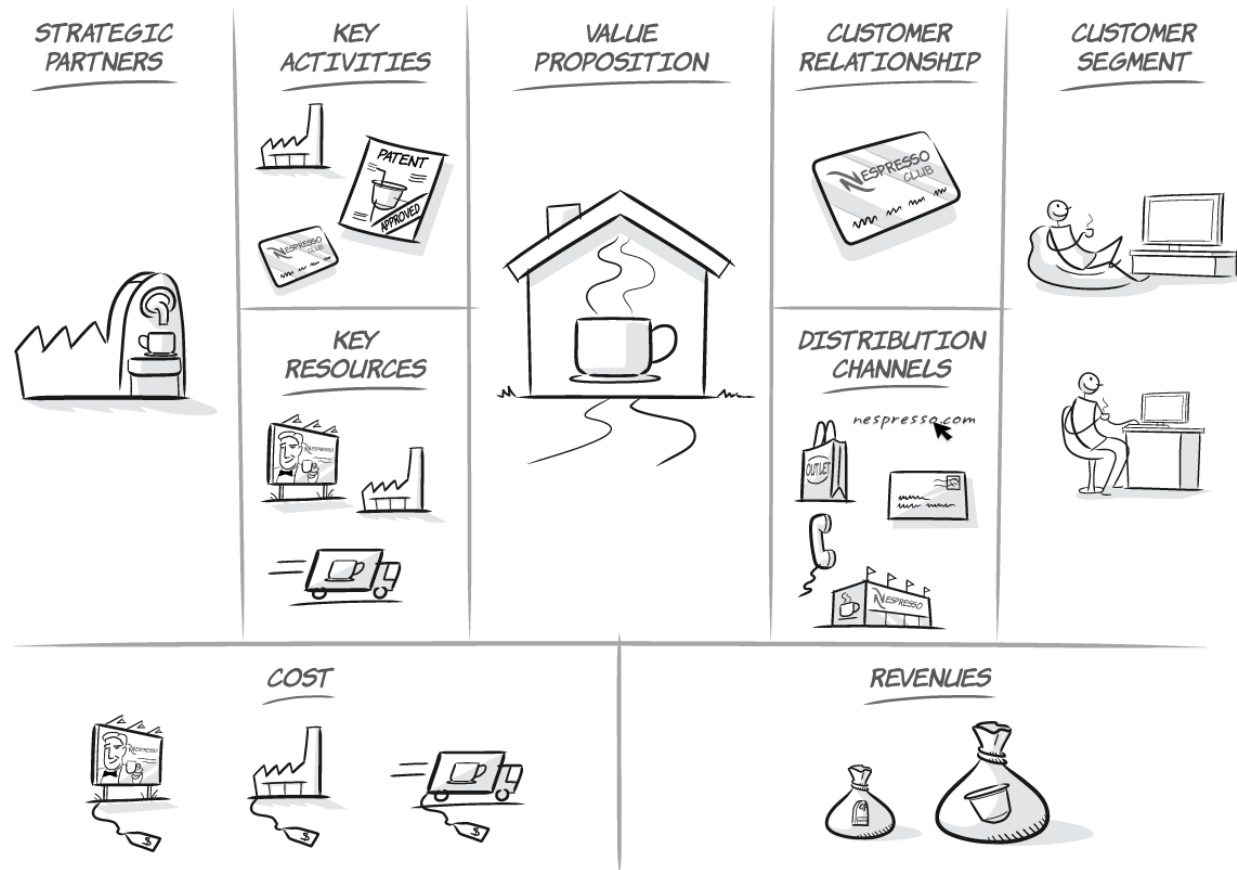
BMC > ideación + selección

BMC+CusDev > plan A

BMC > patrones

Freemium (Flickr, Open Source)

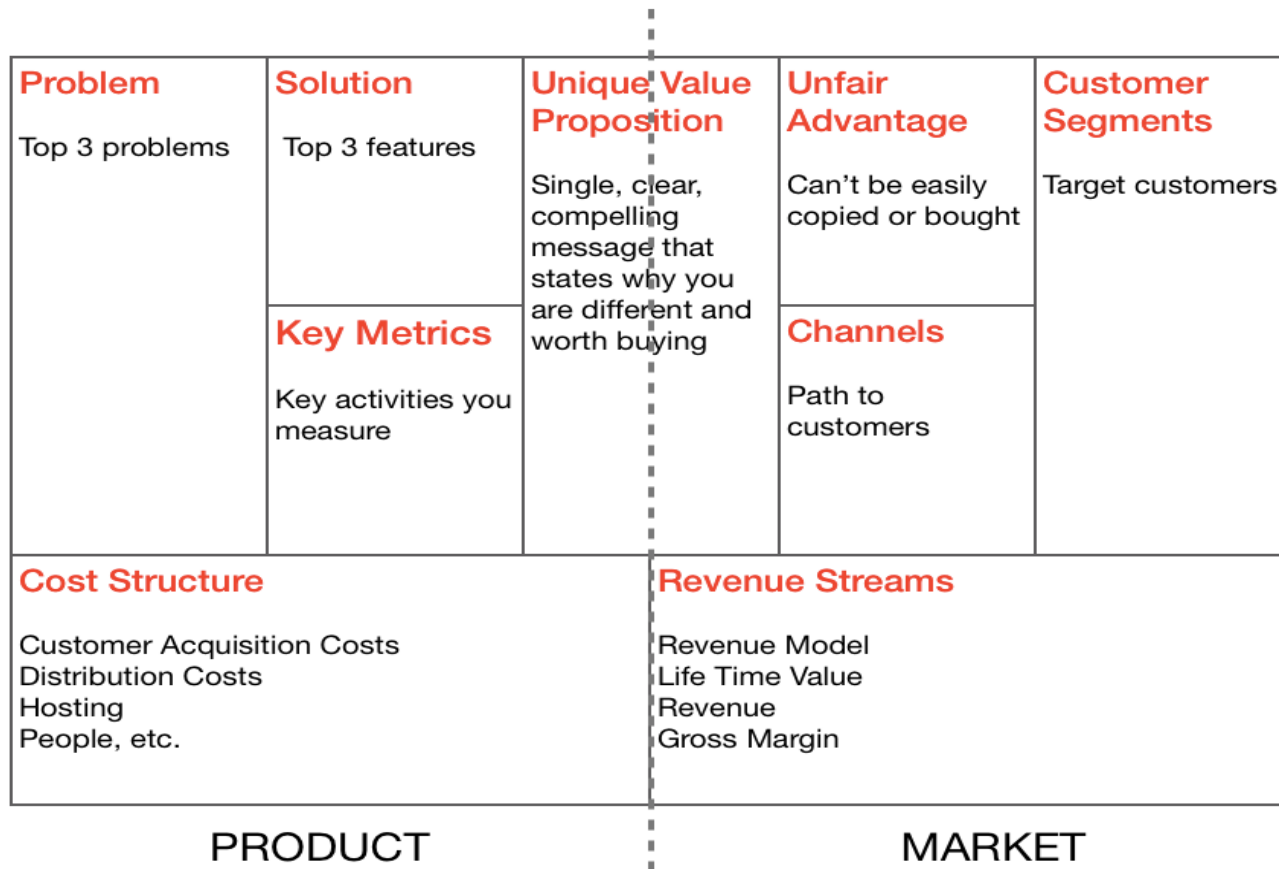La larga cola (amazon, deal extreme, tinajas)

Plataforma (facebook, android)
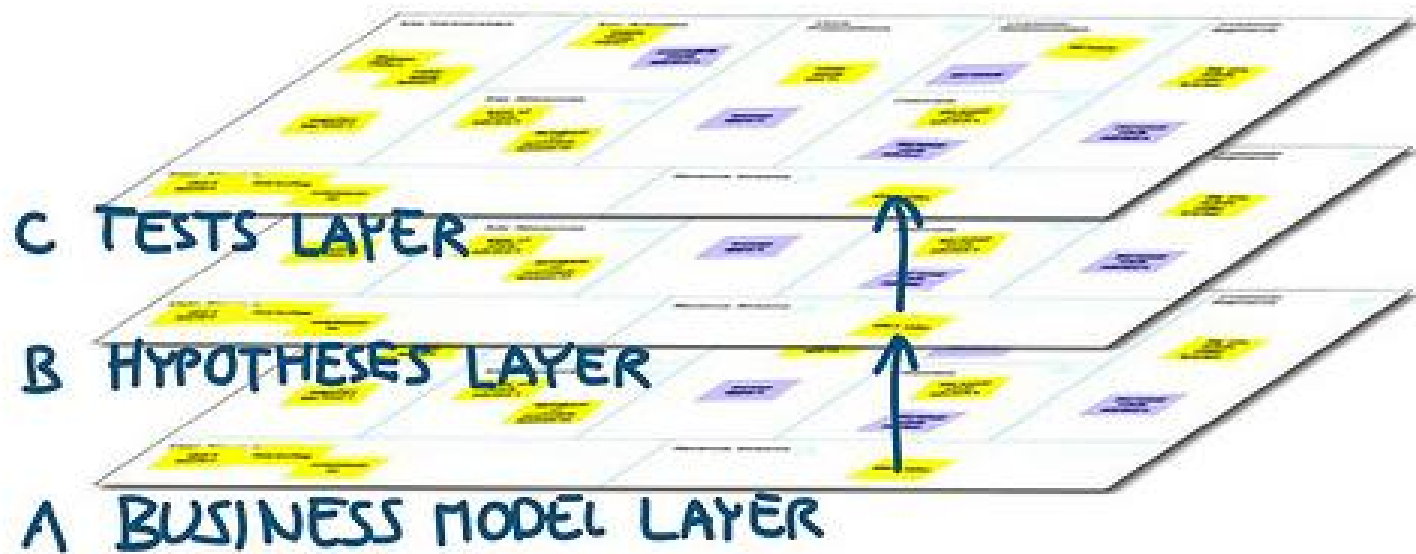
compra en grupo (groupon, swot)

p2p (kickstarter, airbnb)
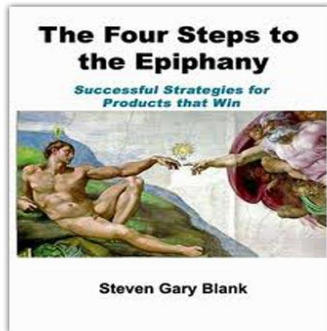
gamification (foursquare)

lean canvas

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems	Top 3 features	Single, clear, compelling message that states why you are different and worth buying	Can't be easily copied or bought	Target customers
	Key Metrics Key activities you measure		**Channels** Path to customers	

Cost Structure	Revenue Streams
Customer Acquisition Costs Distribution Costs Hosting People, etc.	Revenue Model Life Time Value Revenue Gross Margin

PRODUCT   MARKET

BMC+CusDev > capas

C TESTS LAYER

B HYPOTHESES LAYER

A BUSINESS MODEL LAYER

customer development

The Four Steps to the Epiphany
Successful Strategies for Products that Win

Steven Gary Blank
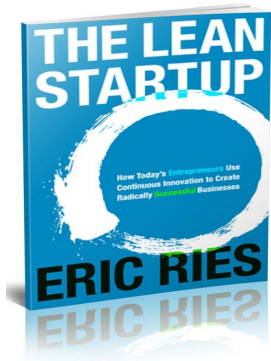
- riesgo de mercado > riesgo técnico
- sal del edificio
- discovery - validation - creation - building
- prueba tus hipótesis
- proceso de ventas repetible y escalable

CusDev > testing

- qué pensaba?
- qué hice?
- qué aprendí?
- qué voy a hacer?

lean startup

- desarrollo de producto
- objetivo = aprendizaje validado
- producto mínimo viable
- construye-mide-aprende

minimum viable product

"version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort"

- funcionalidades mínimas para sacar el producto

- a un subconjunto de clientes

- evitar productos que nadie quiere

- técnicas: smoke test, deploy first - code later...

Our super-cool time machine allows you to travel in time easily

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- no training needed! just set your destination date and accelerate to 88 mi/h

- fuel included! Just enjoy your trip and let us steal the plutonium from lybian terrorists

see pricing and book now!

Are you a travel agency? Have a sales rep contact you

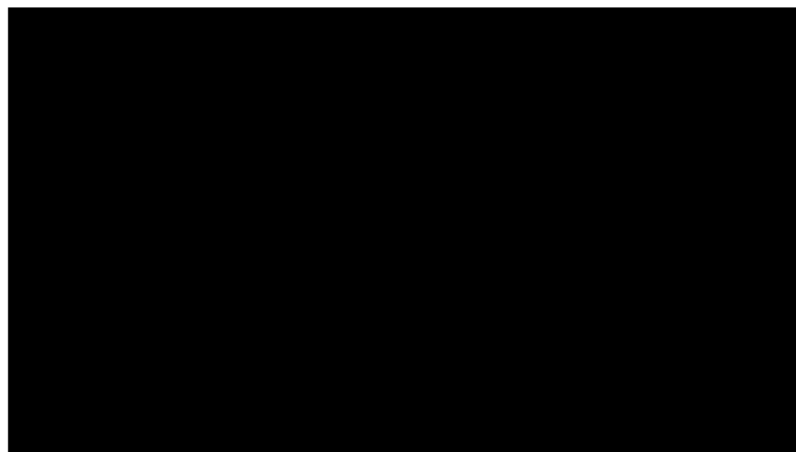Complete our survey and win a trip to 1955's Pines Hill enchantment under the see dance.

WTF is all this?
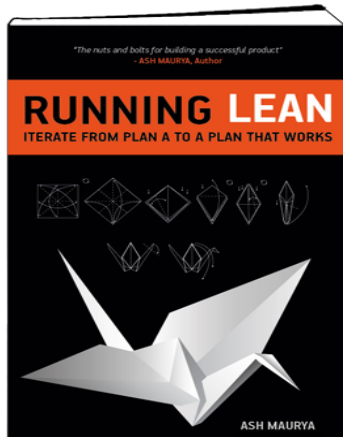
SHOWEROKE

Home   Uncategorized

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showeroke is a simple solution based on a water resistant case for your smartphone and a bluetooth enabled speaker. soon available for tablets.

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running lean

- pivota a un plan que funciona
- modelo de negocio vs plan de negocio
- hipótesis falsable + experimentos
- ajuste problema-solución
- ajuste producto-mercado

ejercicio

- elegir un negocio
- realizar business model canvas
- identificar riesgos
- diseñar un experimento

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