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**Pre-work**

**Artigo:**

**O que é o Business Model Canvas? (mega artigo detalhando, como funciona o canvas)**

[**https://analistamodelosdenegocios.com.br/o-que-e-o-business-model-canvas/**](https://analistamodelosdenegocios.com.br/o-que-e-o-business-model-canvas/)

**Videos:**

**Business Model Canvas: Netflix**

[**https://www.youtube.com/watch?v=dPDrK43pqZg**](https://www.youtube.com/watch?v=dPDrK43pqZg)

**Cada quadrante do Canvas explicado**

[**https://www.youtube.com/watch?v=kCWTeDZpUHY**](https://www.youtube.com/watch?v=kCWTeDZpUHY)