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| **Business Model Canvas** | | Lab Hardware 2 | | |  | |  |  |  |  |  |
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| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| 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 | What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?  CATEGORIES:  Production, Problem Solving, Platform/Network | | 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 | | | | 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? | | 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 | | |
| **Key Resources** | | **Channels** | |
| 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 | | 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? | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | | |
| 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 | | | | 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 | | | | | | | |
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| **Business Model Canvas** | | Lab Hardware 2 | | |  | | Gamersbox Ltda. |  | 20/08/2025 |  | 1.0 |
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| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| Sites de estatísticas de jogos como “How long it takes”, e a IGN, assim como lojas de jogos como a Steam e Epic Games, nosso suplier principal é a go daddy, fornecendo o dominio e a hospedagem do site, nossos principais parceiros nos fornecem os dados para serem apresentados paras os usuários.Nossos parceiros vendem os jogos e as publishers de games compram nossos dados, para fazer targeted advertisement. | Gerar engajamento das comunidades “Gamers, fornecendo um local intuítivo e atrativo para criar review e pesquisar opiniões, será feito via web (site), criando uma rede social segura e incluisiva para todos que gostam de jogar video-games, e nossas fontes de renda serão principalmente 3 delas, a versão pro do site, ADS dentro do site e venda das informações coletadas das review, para empresas de jogos facilitando a pesquisa de mercado delas. | | Um espaço unificado para reviews populares de jogos, assim como um hub de interação entre jogadores e informações sobre os diferentes jogos, facilitando assim as pesquisas e se o game que vc quer comprar é do seu gosto, assim como apresentar jogos novos para as pessoas, hoje essas informações estão muito divididas dificultando as pessoas as encontrarem. | | | | Nosso objetivo é integrar a comunidade crescente de jogadores com uma plataforma ampla e unificada onde, os mesmo podem trocar suas opiniões sobre os jogos que eles jogaram e pesquisar e/ou descobrir novos jogos. | | Nosso produto é voltado ao público gamer, mais específico a parte que gosta de acompanhar reviews e busca informações antes de comprar jogos e que tenha interesse de interagir com outras pessoas sobre. | | |
| **Key Resources** | | **Channels** | |
|  | | Prioritariamente nossos canais serão via web, dentro do nosso domínio próprio | |
| **Cost Structure**  O domínio e hospedagem gira em volta de R$ 600,00 por ano para hospedagem,  mais R$ 430,00 para o certificado SLL, o restante dos custos de criação e  manutenção ainda não foram calculados | | | | **Revenue Streams**  O principal método de aquisição de renda do nosso site, vai ser a coleta e venda de  dados de uso dos usuários de nosso site, mas também teremos parcerias para  promoção de de lançamentos de jogos e uma versão premium do site, com  Benefícios exclusivos | | | | | | | |
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