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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 | | |  | | K9 Manager Ltda. |  | 20/08/2025 |  | 1.0 |
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| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| - Polícia Militar  - Prefeituras e órgãos públicos de segurança  - Veterinários parceiros, clínicas veterinárias  - Abrigos | - Cadastro e acompanhamento de cães (saúde, treinamento, rondas)  - Coleta e análise de dados para relatórios estratégicos  - Desenvolvimento e manutenção da plataforma digital  - Treinamento de usuários (comandantes, treinadores, veterinários)  - Divulgação para adoção de cães aposentados (em canis civis e policiais)  - Garantia de conformidade com a LGPD e boas práticas de segurança | | - Centralização de todas as informações dos cães em um único sistema  - Acompanhamento em tempo real da saúde, treinamento e missões  - Transparência e eficiência na gestão do canil  - Redução do uso de papel e processos manuais  - Relatórios gerenciais para tomada de decisão rápida  - Melhor comunicação entre comandante, veterinários e treinadores  - Projeto social que fortalece o bem-estar animal e a segurança pública | | | | - Suporte técnico contínuo  - Treinamento inicial e capacitação de equipes  - Relatórios customizados de acordo com as necessidades de cada unidade  - Canais de feedback (formulários, reuniões de alinhamento)  - Comunidade de usuários (compartilhamento de boas práticas entre canis) | | - Polícia Militar (Unidades K9)  - Guardas Municipais com unidades caninas  - Canis civis  - Centros de adestramento  - Prefeituras e órgãos públicos de segurança  - Sociedade civil (adoção de cães aposentados) | | |
| **Key Resources** | | **Channels** | |
| - Equipe de desenvolvimento de software  - Infraestrutura em nuvem (AWS)  - Banco de dados seguro e centralizado    - Parcerias institucionais (PM, Guarda Municipais e prefeituras)  - Equipe de suporte e manutenção | | - Plataforma web (principal canal)  - Aplicativo mobile para treinadores em campo  - Relatórios digitais e dashboards  - Apresentações em reuniões com órgãos de segurança | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | | |
| - Desenvolvimento e manutenção do software  - Hospedagem e infraestrutura em nuvem  - Suporte técnico e atendimento a usuários  - Treinamento e capacitação das equipes  - Custos administrativos (licenças, documentação) | | | | - Licenciamento institucional (PM, prefeituras, guardas municipais)  - Consultoria e suporte técnico especializado  - Parcerias e patrocínios de empresas privadas (responsabilidade social)  - Possibilidade de editais públicos e fomento para projetos sociais | | | | | | | |
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