The Business Model Canvas

Designed for: EVOLEO TECHNOLOGIES

Designed by: Alberto, Célia , Matheus

On: Day 06 | Month 05 | Year 2020

Iteration: No. 3

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

-Parceiros internacionais: ESA, AIRBUS Defense & Space

-Parceiros nacionais: EFACEC, EMEF

- Investigação: FEUP e ISEP

- Fornecedores de Matérias-primas: National Instruments. MetaBlue

Key Activities

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

CATEGORIES
Production
Problem Solving
Platform/Network

- Candidaturas a projetos (ESA, FP7 E QREN)
- I&D
- Pesquisas de Marketing
- Desenvolvimento de hardware e software
- Assistência pós-venda

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

- Software: desenvolvimento em ambiente windows e linux, na plataforma NI LabView e monitorização e controlo em tempo real;
- Certificação de Produtos
- Equipamentos de alta tecnologia
- Recursos-Humanos são peça chave no desenvolvimento de software: Engenheiros Informáticos, Mecânicos, Eletrónicos, Sistemas; Designers de produto ;Investigadores; Gestores

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

A Evoleo oferece um serviço diferenciado e customizado de acordo com as necessidades do cliente.

As soluções desenvolvidas pela Evoleo primam pela qualidade e inovação, visto tratarem-se de sistemas eletrónicos críticos de elevada complexidade que implicam elevada capacidade de investigação e desenvolvimento.

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?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

- Disponibilização de uma equipa multidisciplinar interna especializada consoante as necessidade de cada cliente;
- Proximidade com o cliente

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?

CHANNEL PHASES:
1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

-Equipa de vendas especializada;
- Redes sociais
- Feiras e exposições nacionais e internacionais
- Conferências
- Website

Customer Segments

For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Aeroespacial
. ESA
. Nasa
. Airbus
Indústria
- Transportes: EMEF: Soluções de monitorização e processamento de dados
-Empresas de manufactura: Testes funcionais, inspeção automática, desenvolvimento de soluções de armazenamento eficiente; desenvolvimento de software de monitorização;

Saude
-INEM: Aparelhos de uso pré-hospitaltar

Energia

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

- Encargos Financeiros

- Amortizações Equipamento;

- Gastos com pessoal

-Fornecimentos e Serviços externos

-Matérias-primas

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

- Projetos de investigação

- Venda de produtos

- Assistência técnica / manutenção

- Extensão de garantia

- Formação especializada

This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.
To view a copy of this license, visit http://creativecommons.org/licenses/by-sa/3.0/
or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.