

Examples



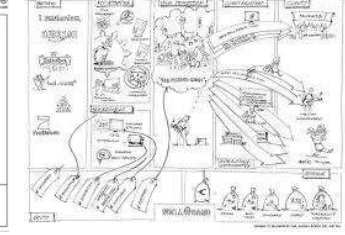
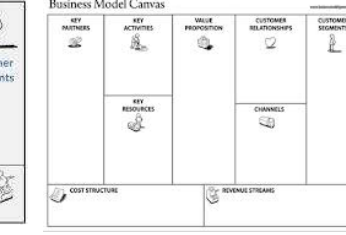
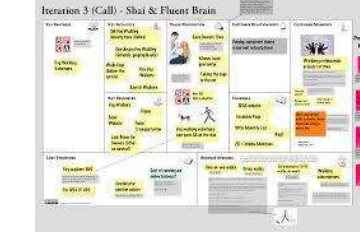
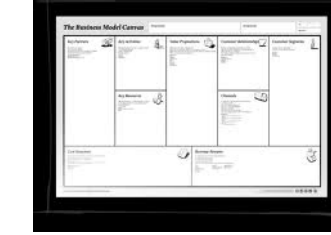
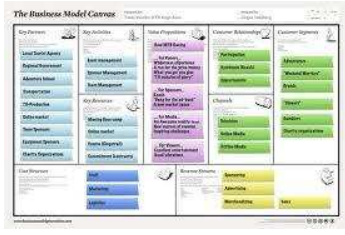
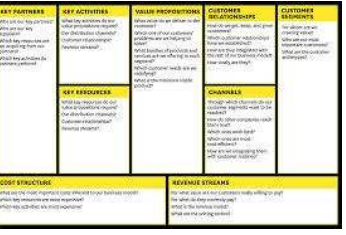
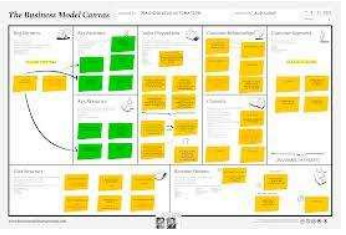
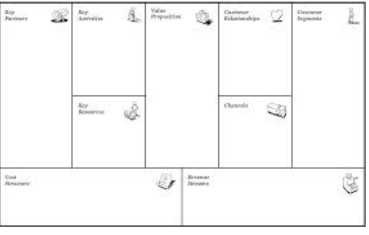
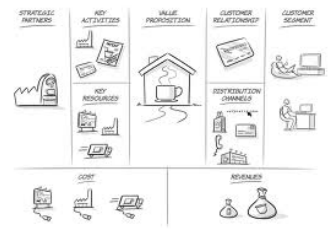
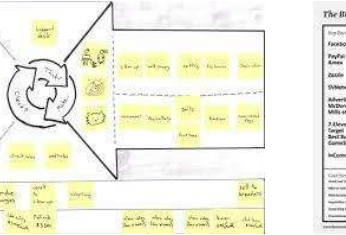
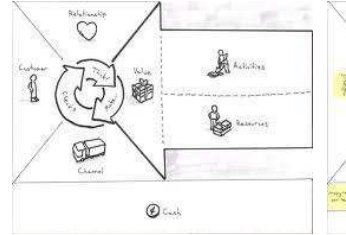
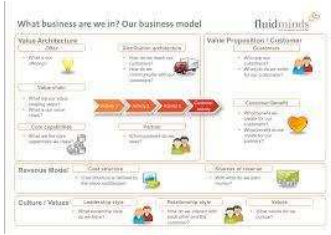
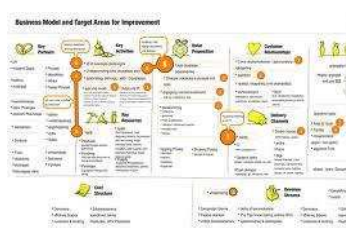
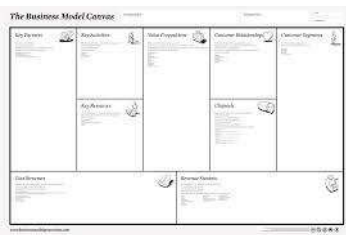
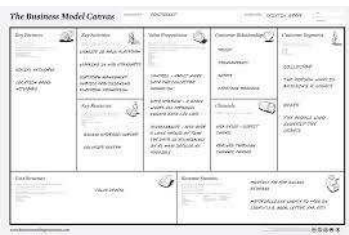
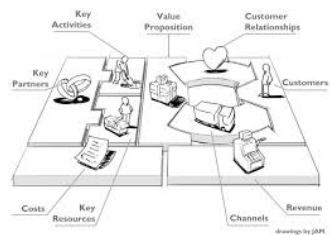
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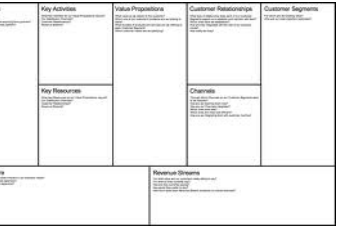
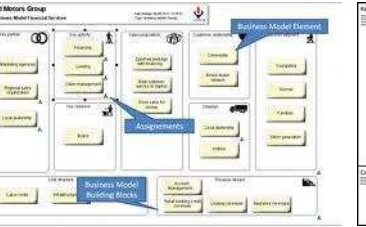
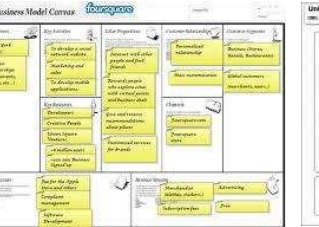
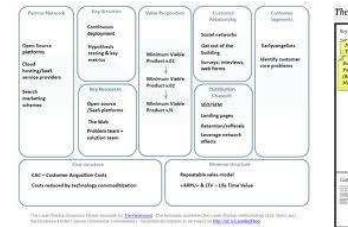
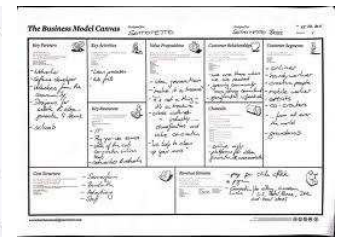
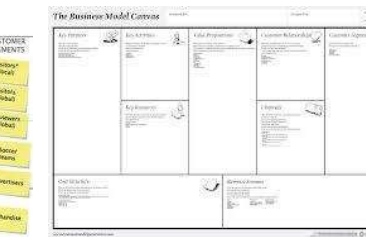
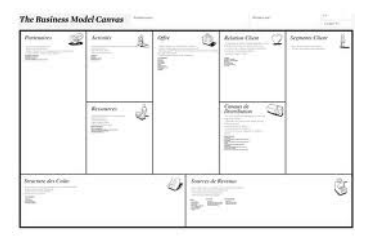
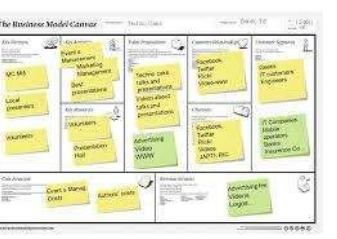
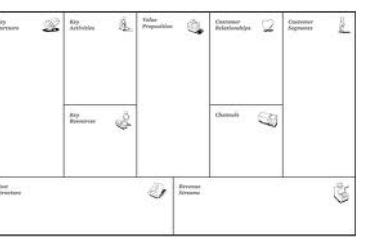
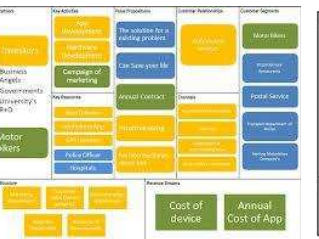
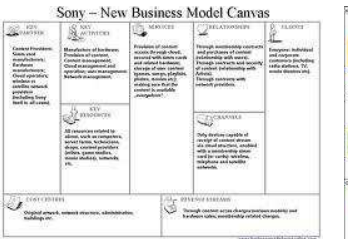
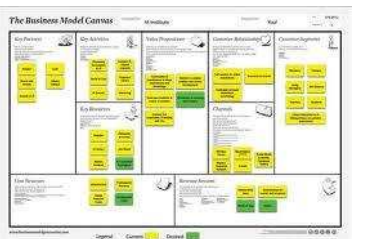
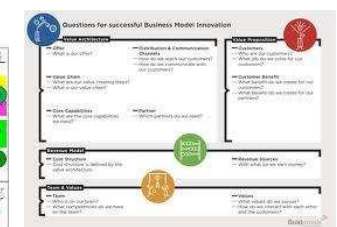
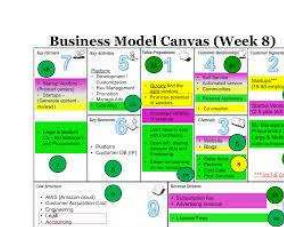
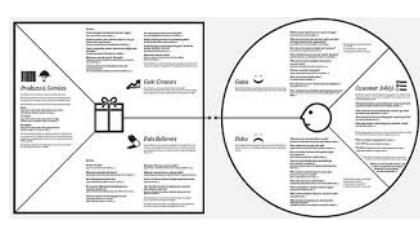
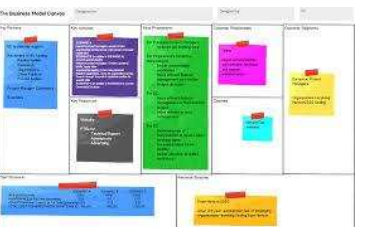
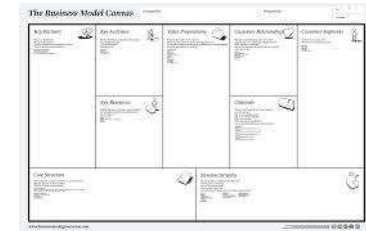
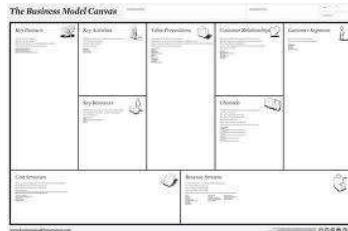
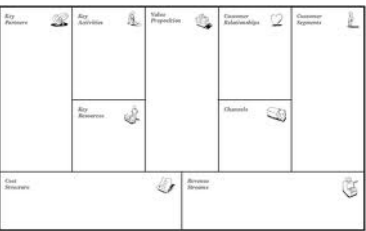


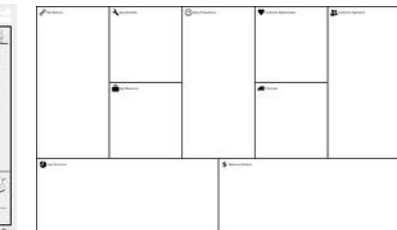
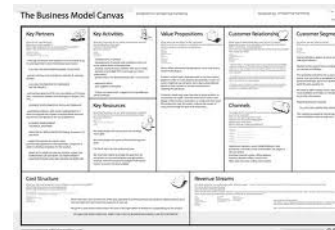
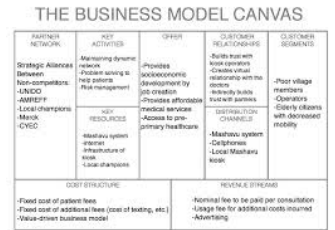
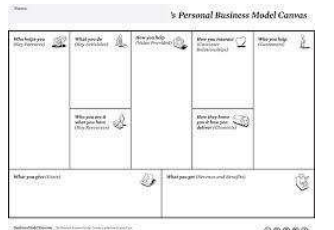
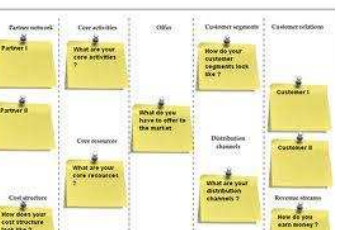
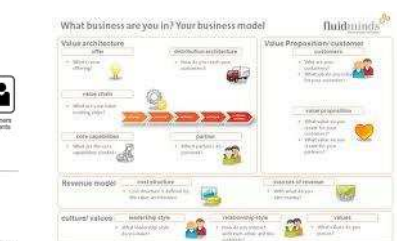
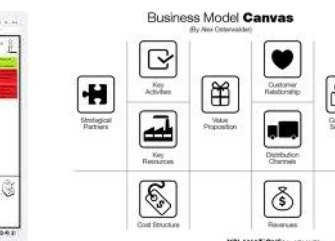
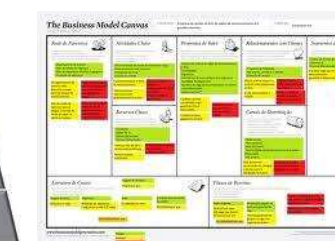
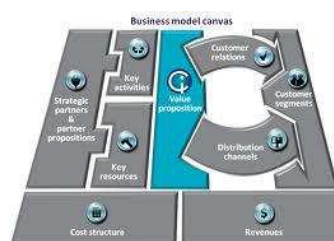
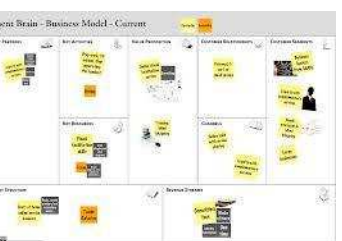
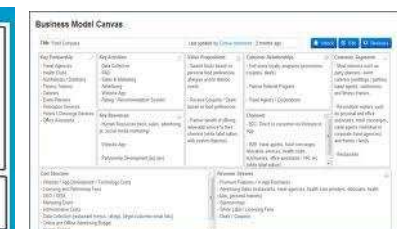
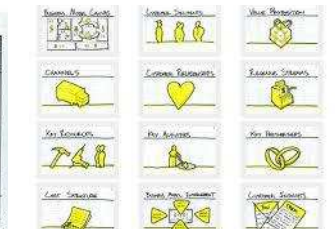
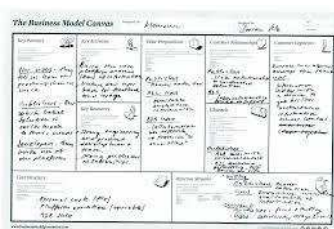
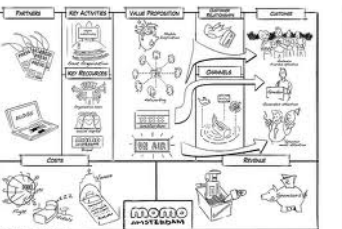
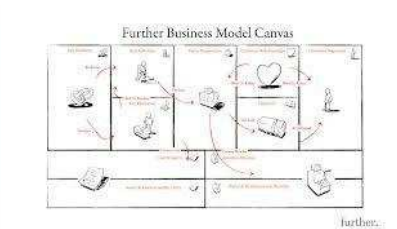
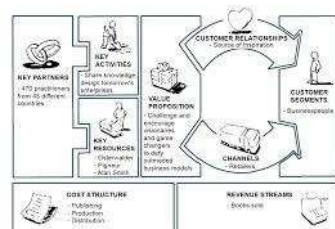
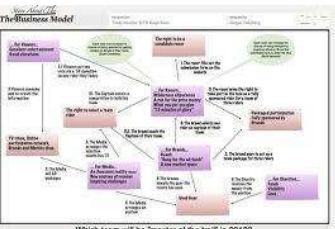
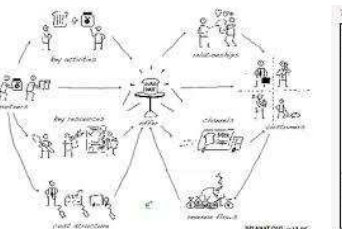
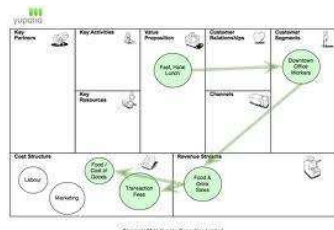
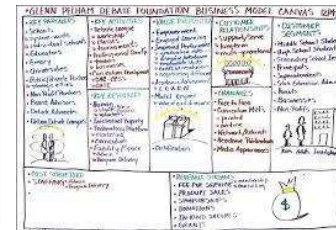
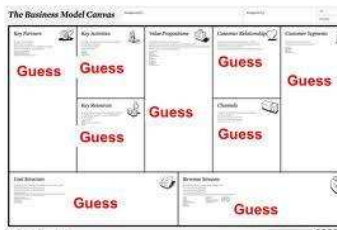
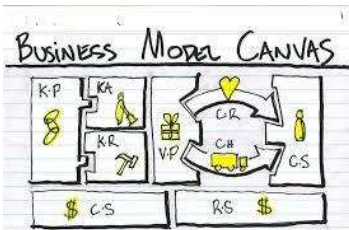
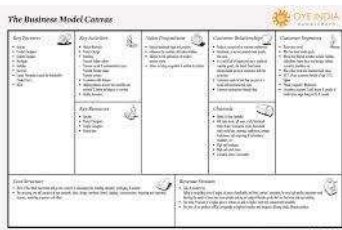
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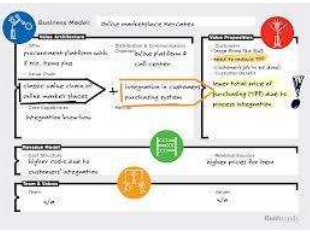
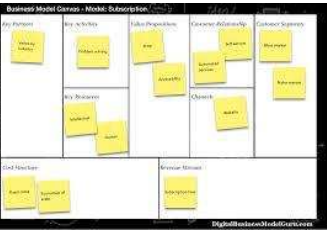
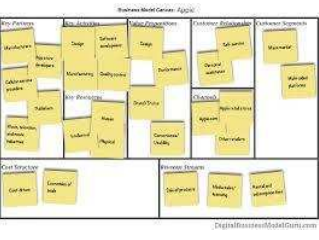
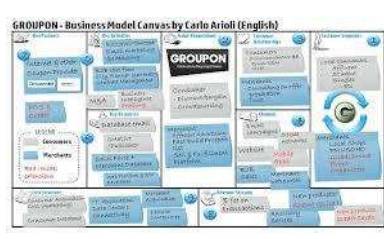
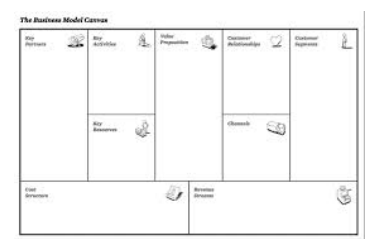
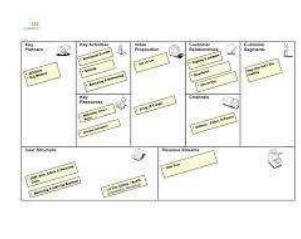
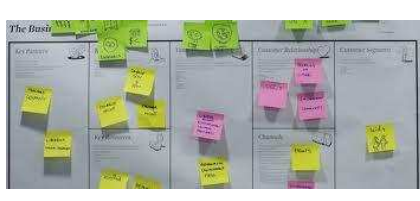
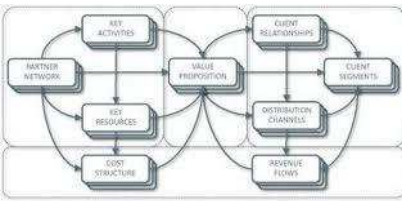
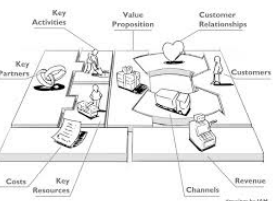
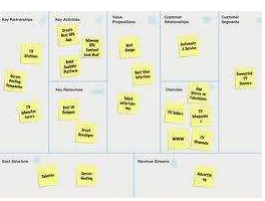
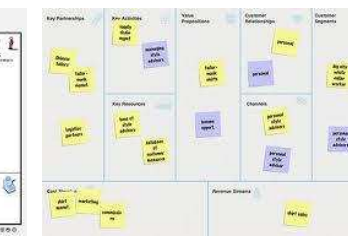
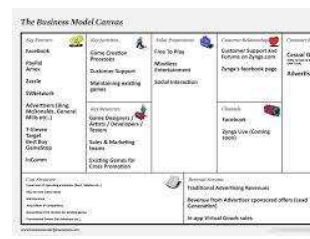
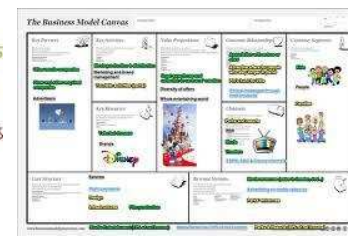
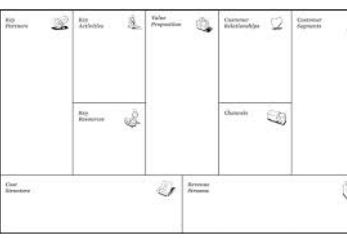
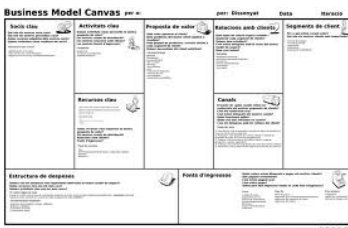
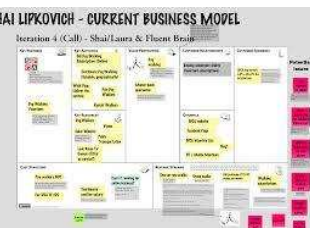
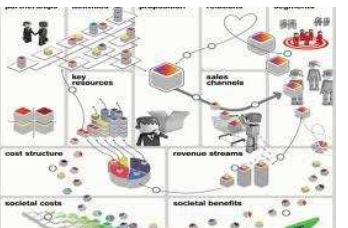
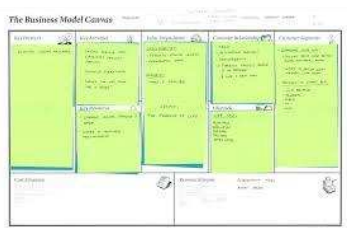
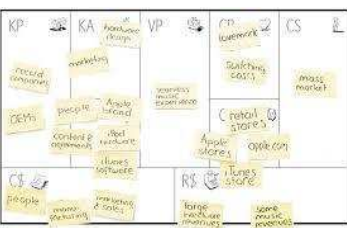


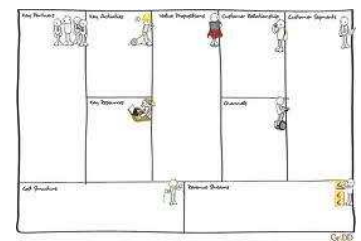
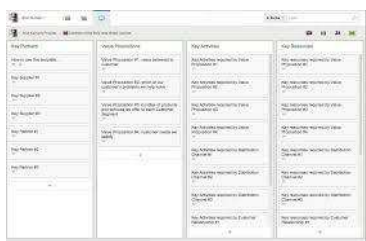
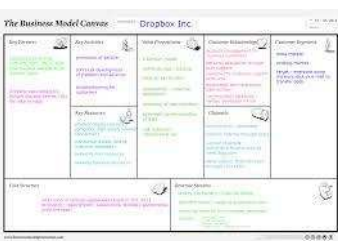
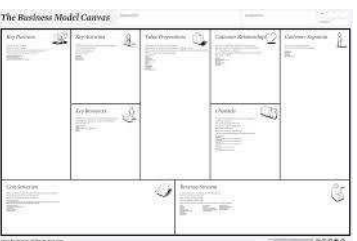
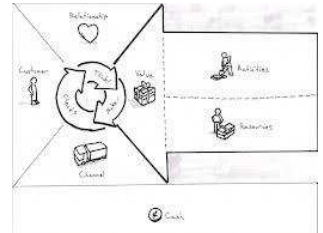
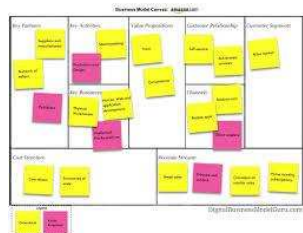
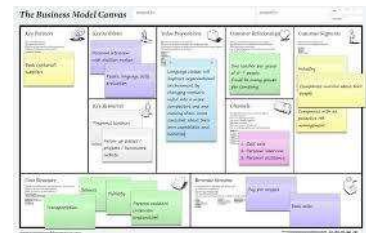
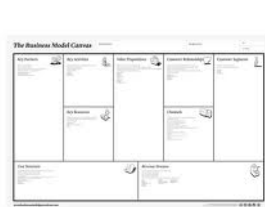
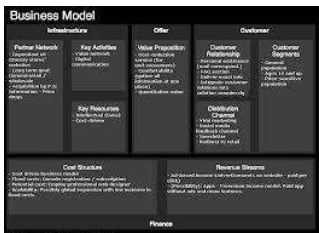
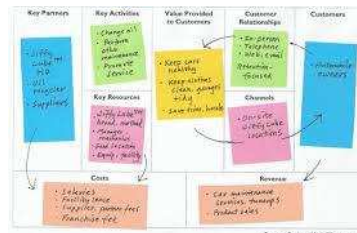
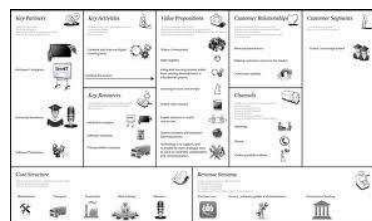
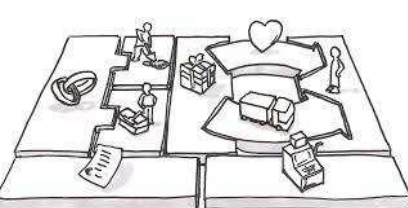
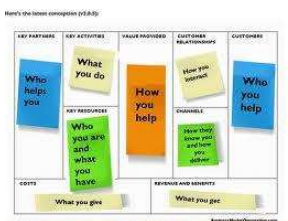
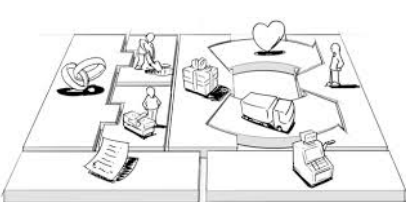
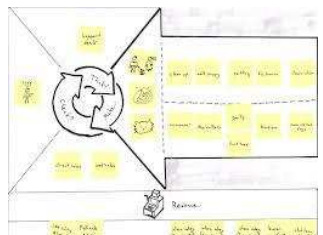
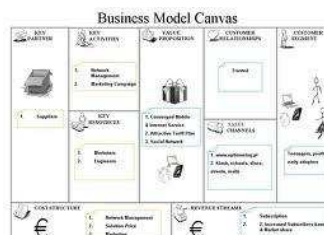
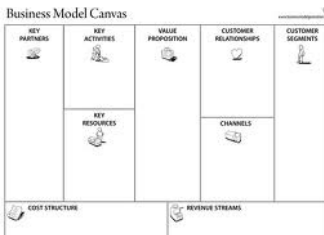
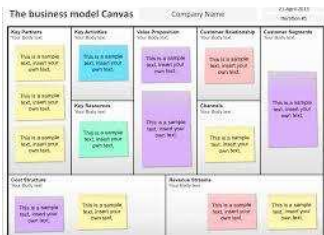
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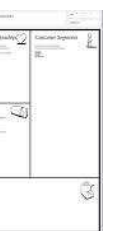
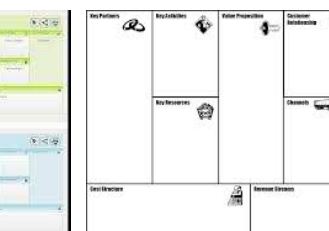
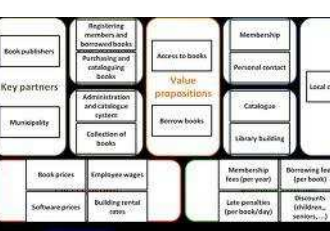
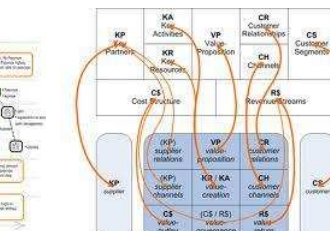
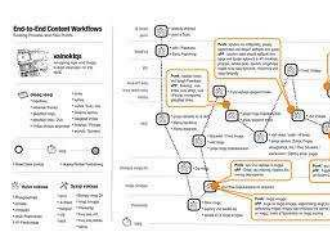
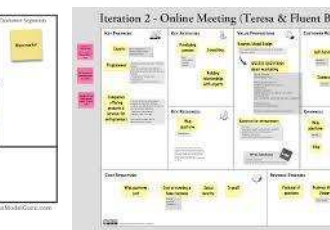
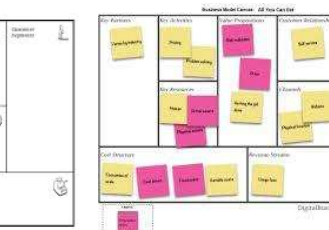
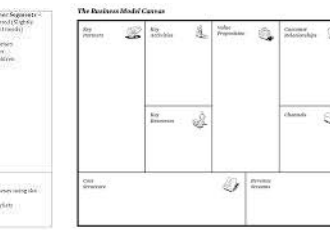
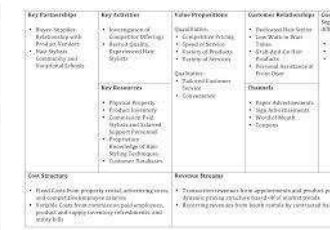
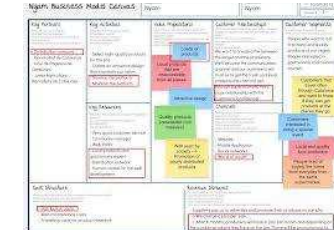
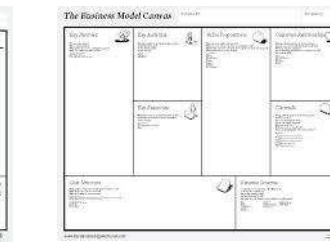
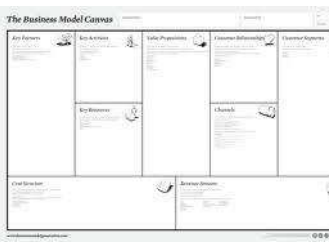
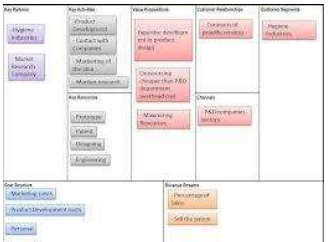
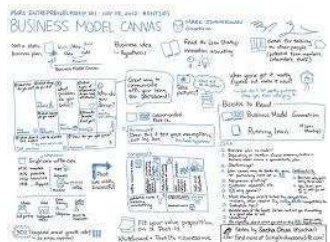
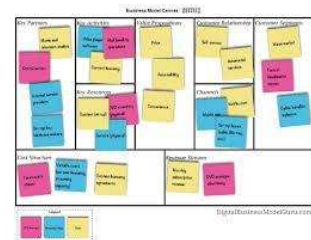
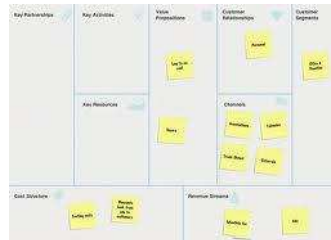
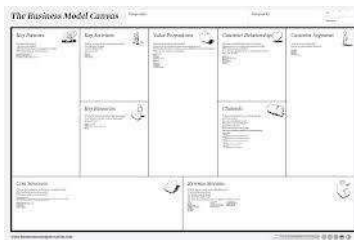
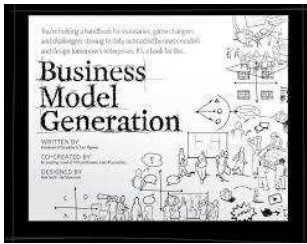


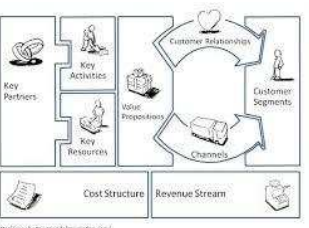
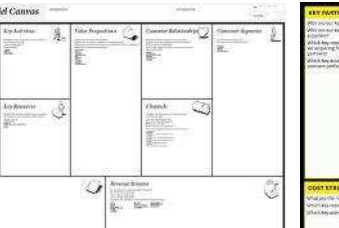
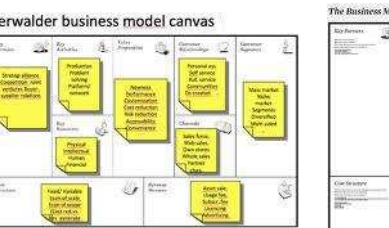
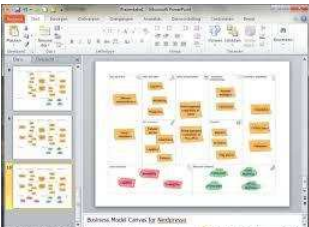
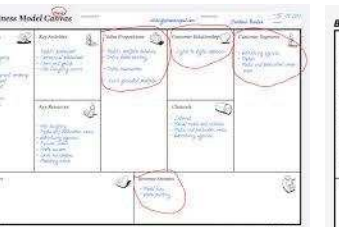
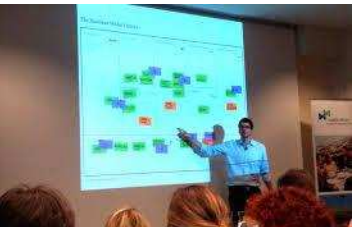
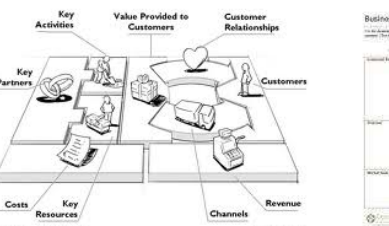
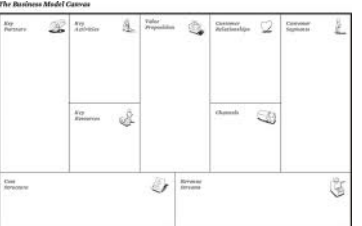
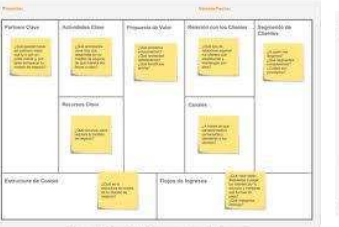
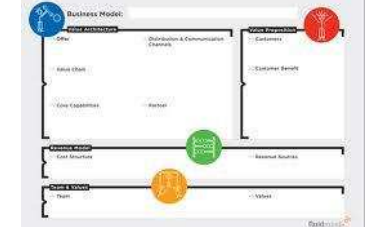
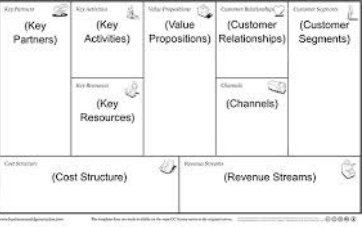
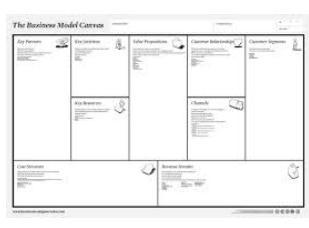
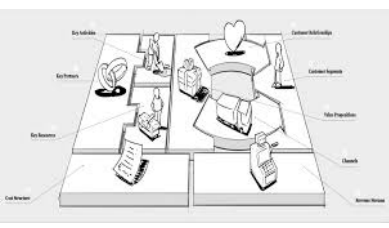
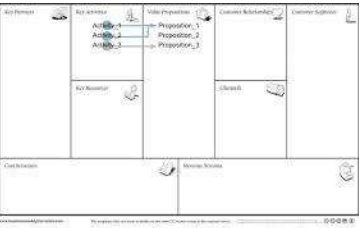


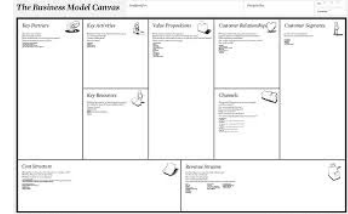
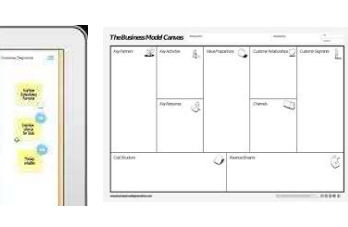
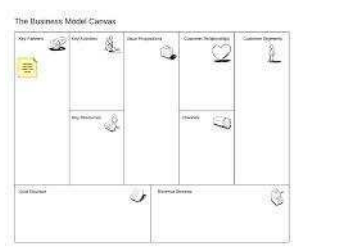
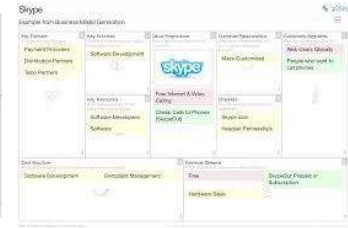
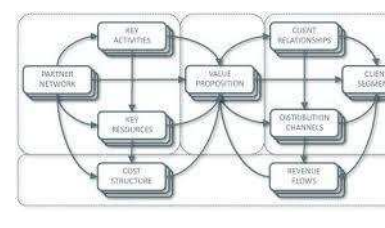
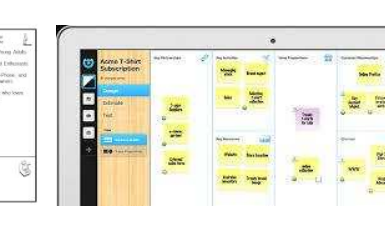
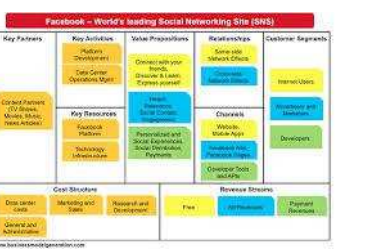
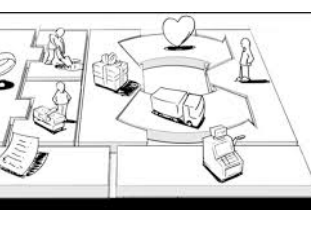
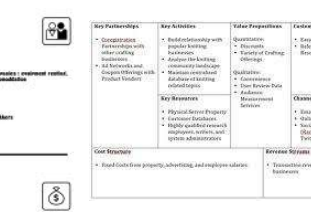
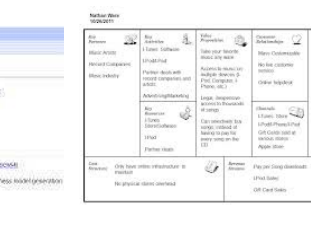
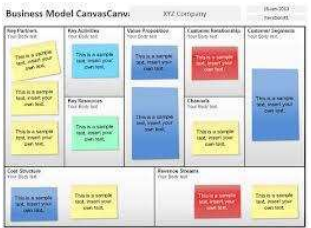
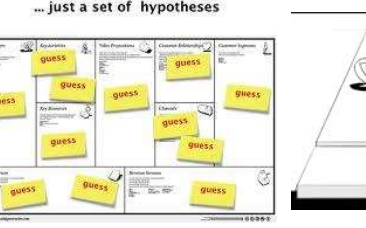
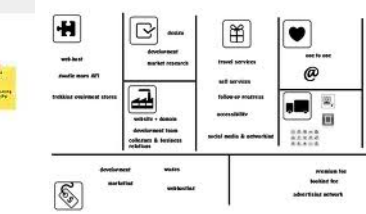
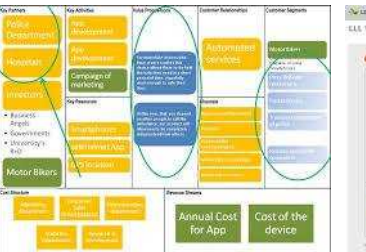
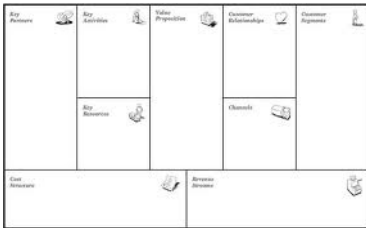
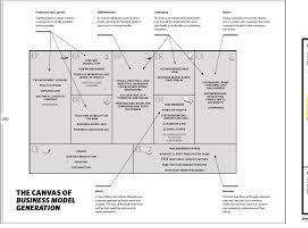
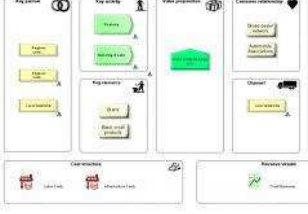
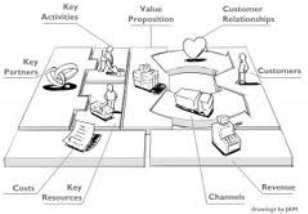
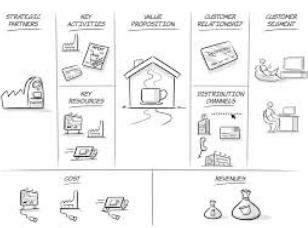




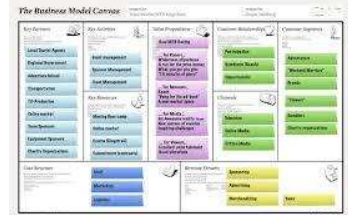
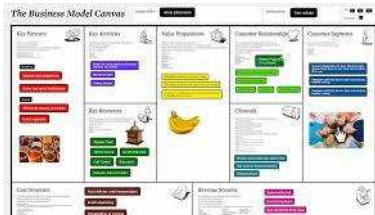
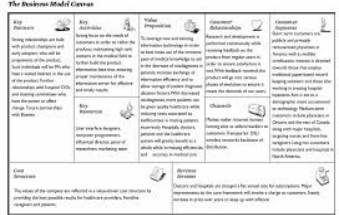
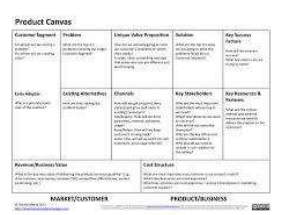
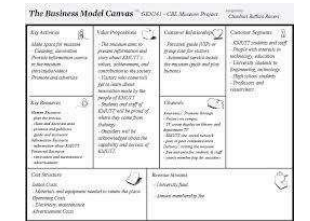
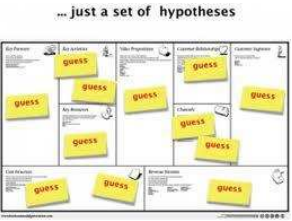
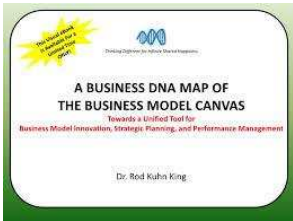
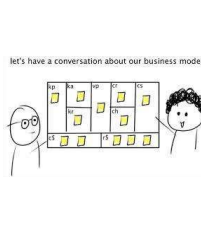
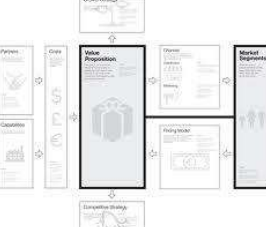
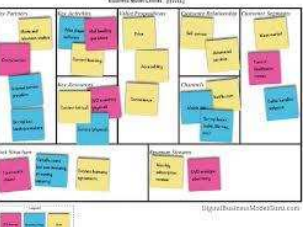
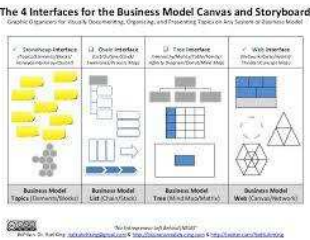
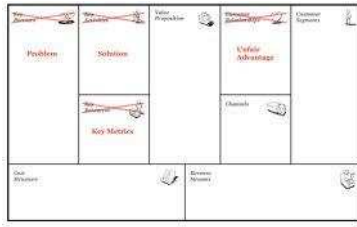
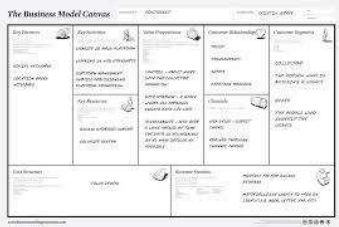
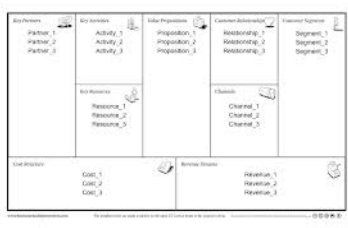
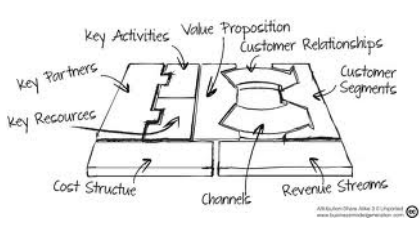
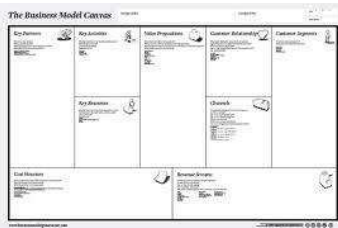
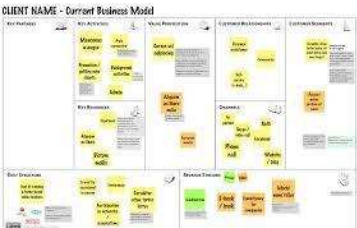
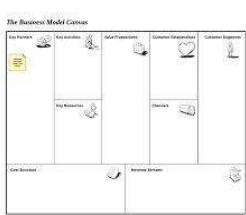


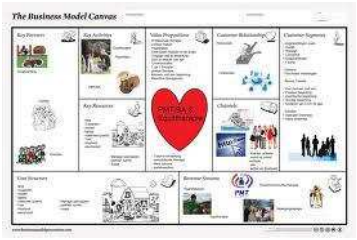
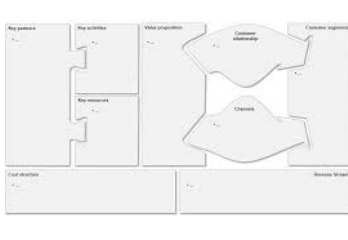
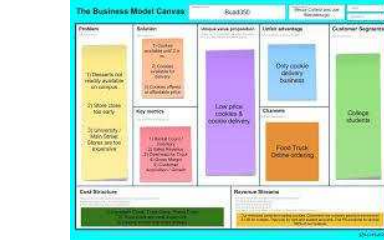
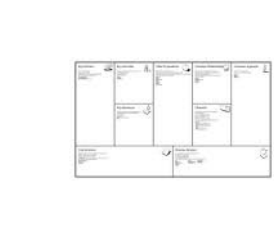
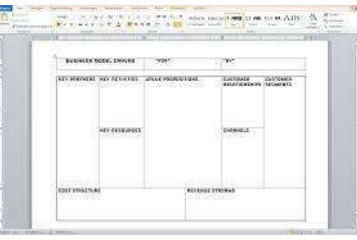
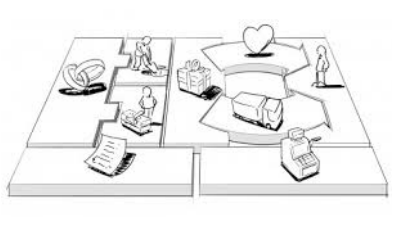
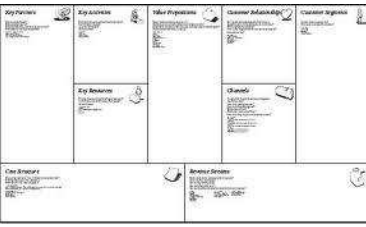
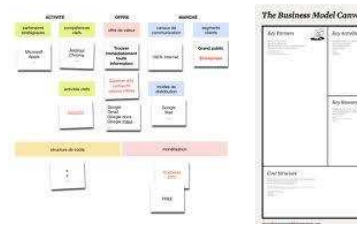
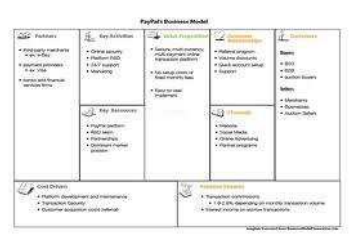
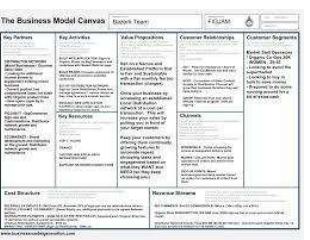
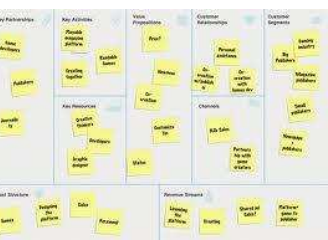
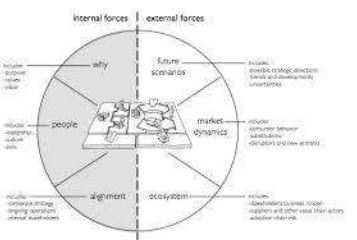
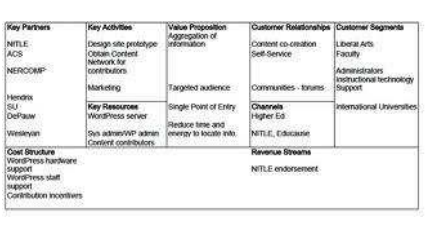
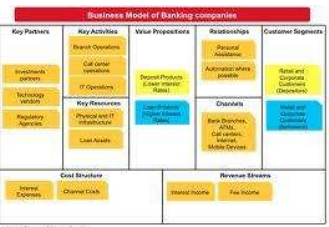
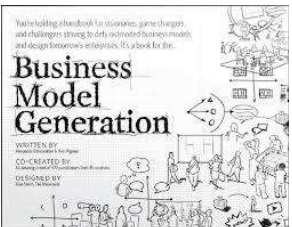
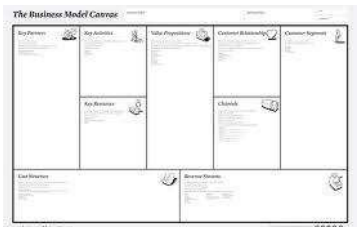
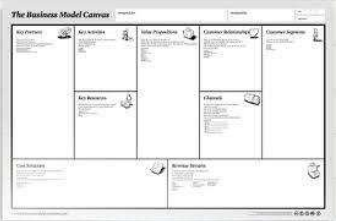
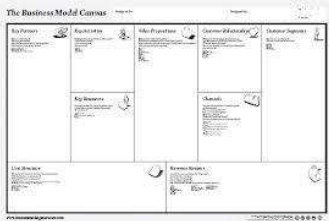
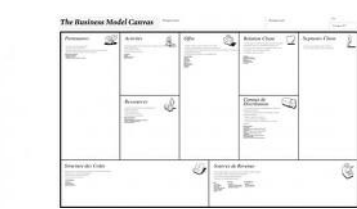


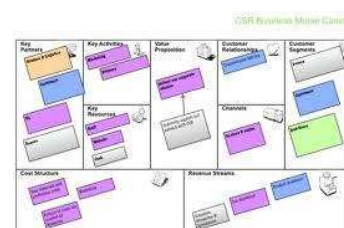
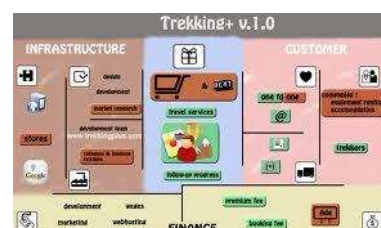
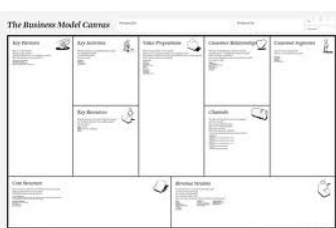
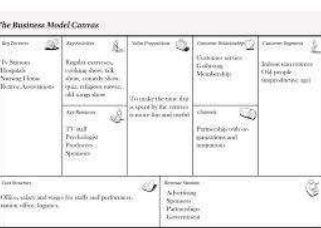
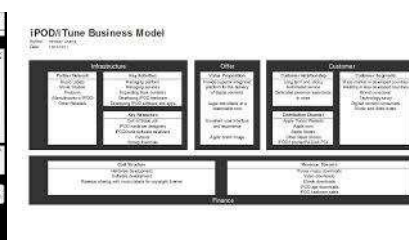
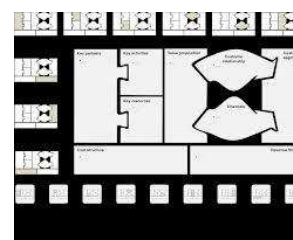
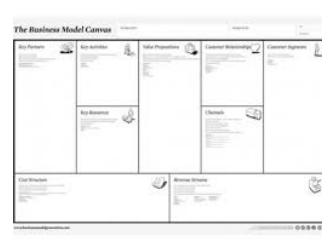
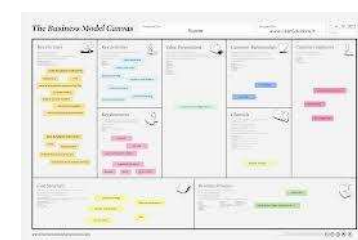
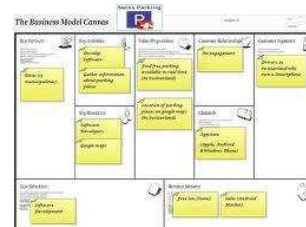
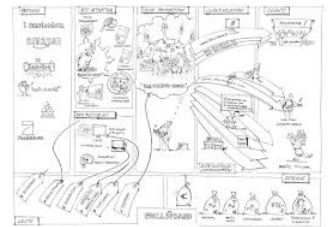
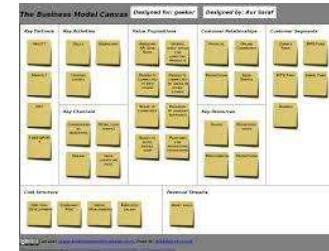
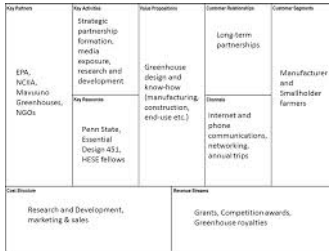
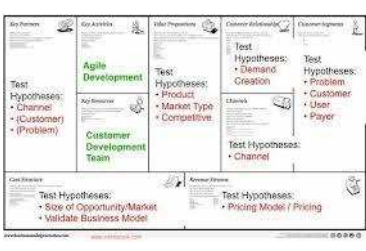
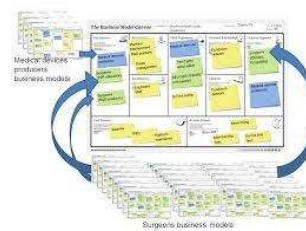
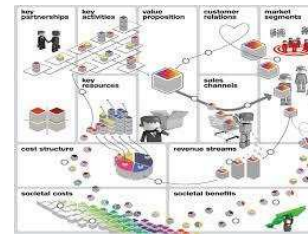
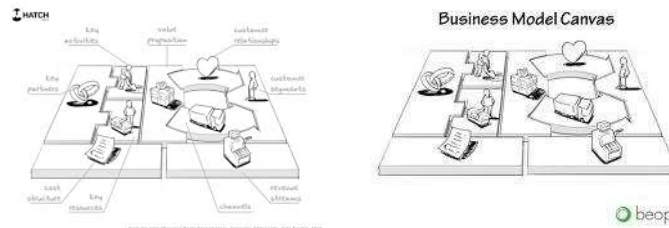


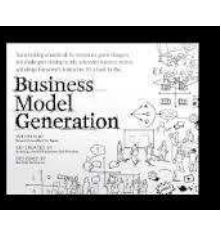
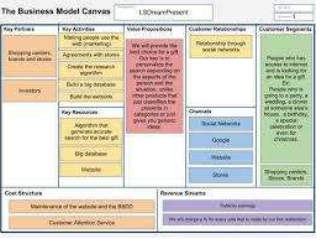
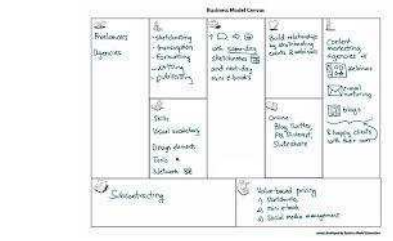
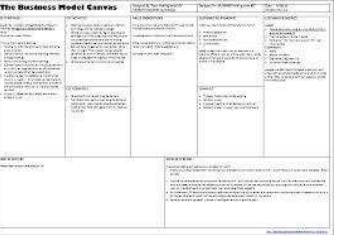
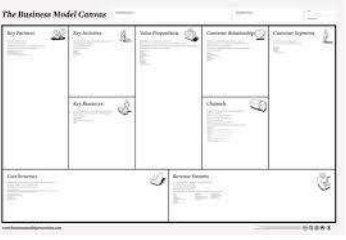
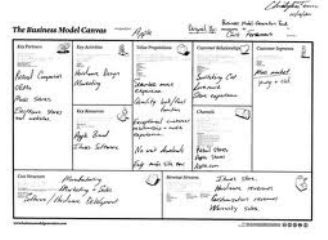
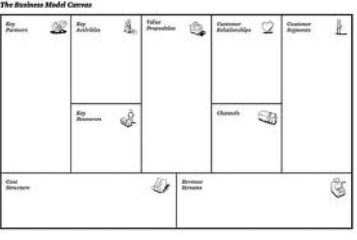
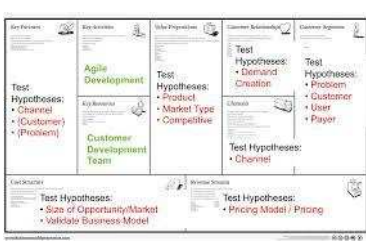
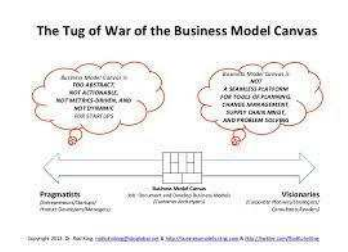
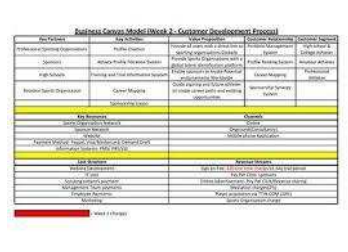
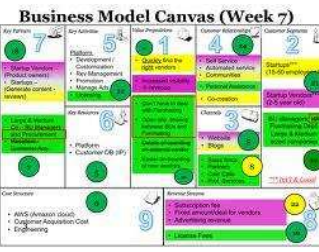
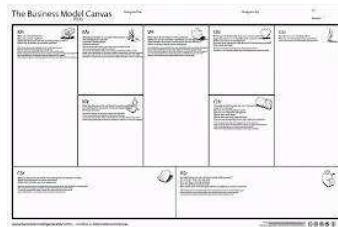
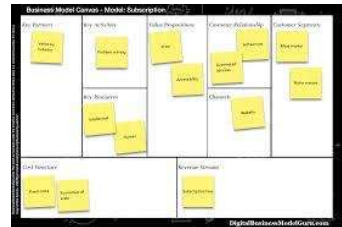
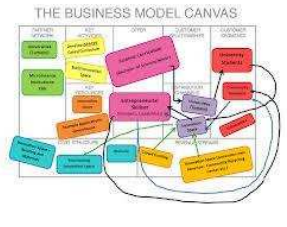
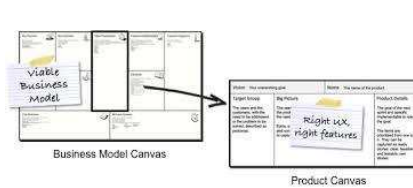
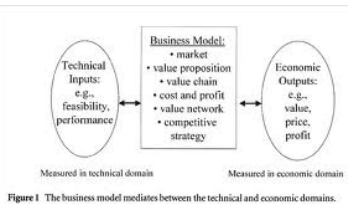
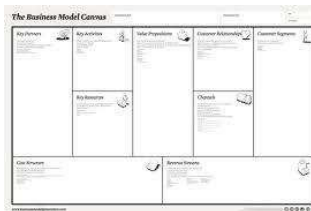
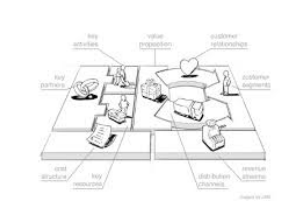


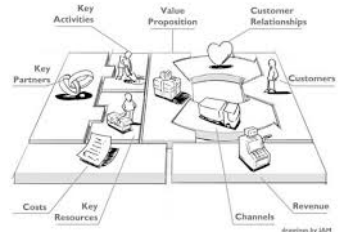
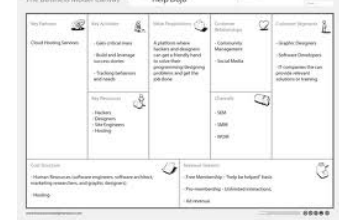
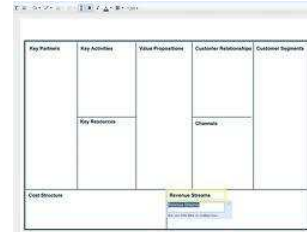
... just a set of hypotheses



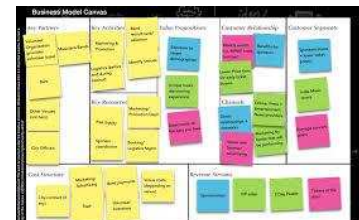
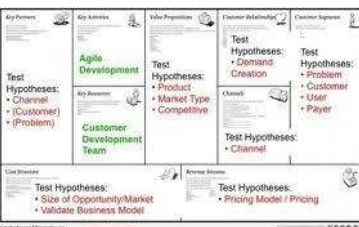
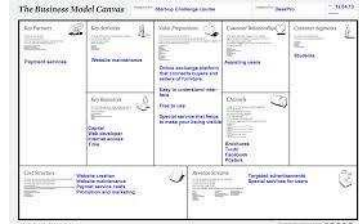
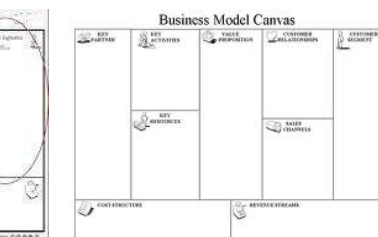
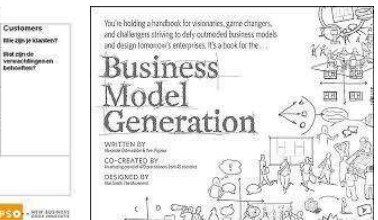
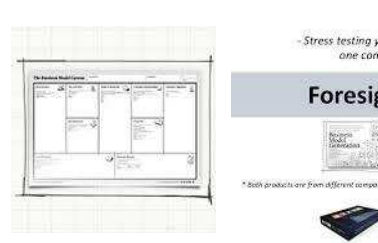
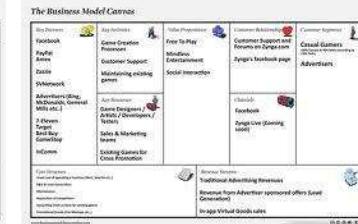
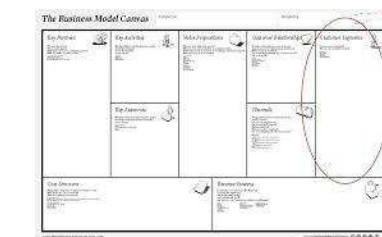
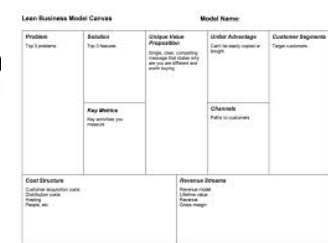
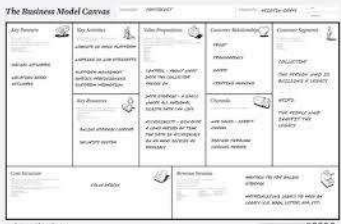
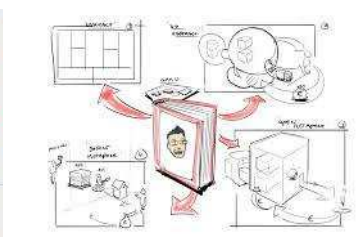
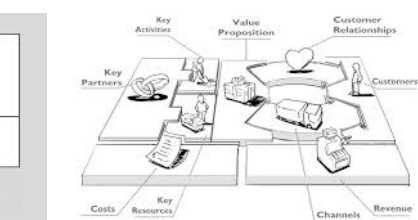
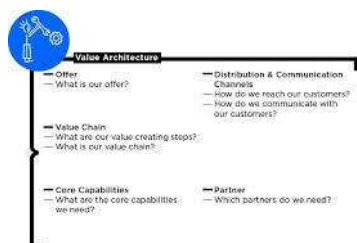
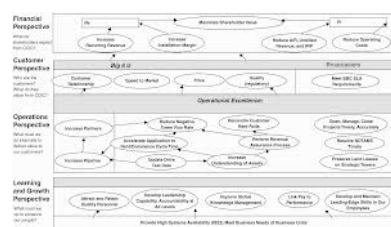
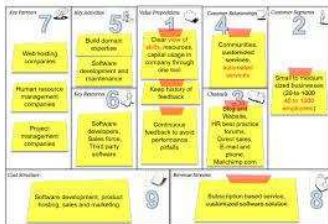
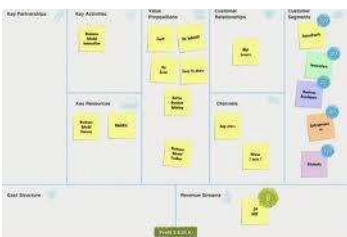
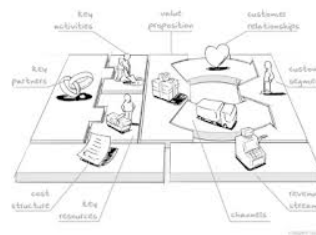


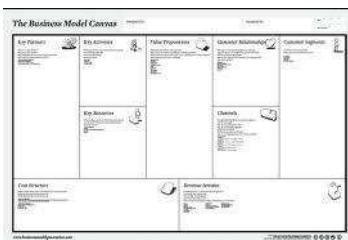
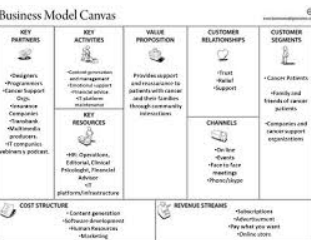
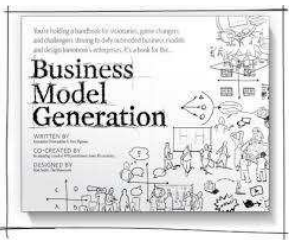
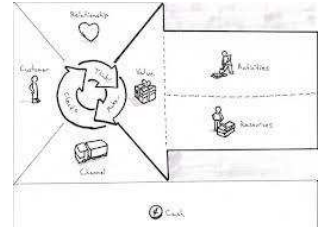
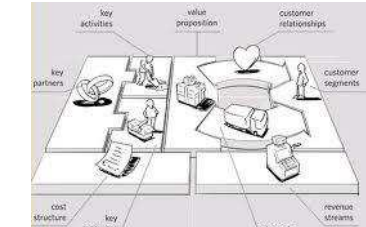
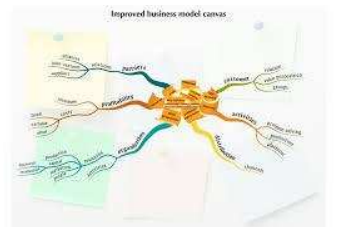
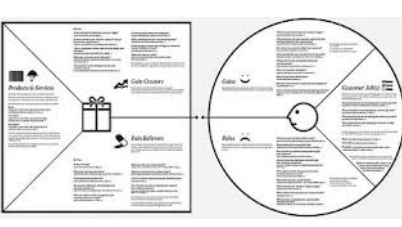
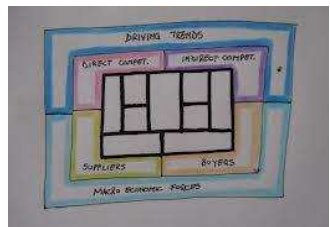
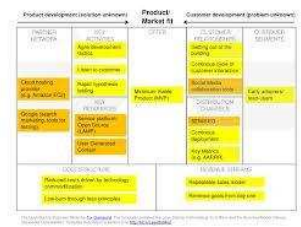
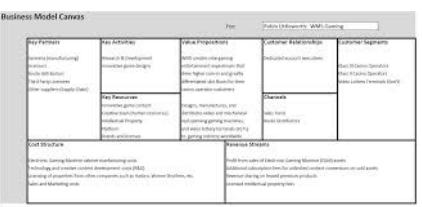
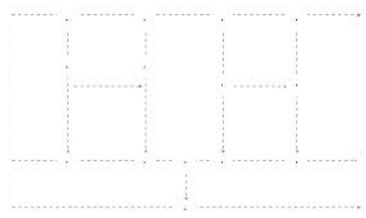
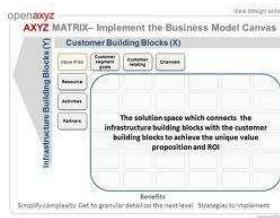


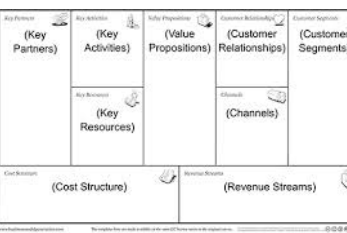
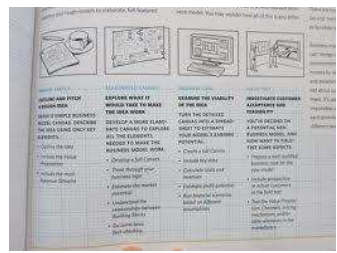
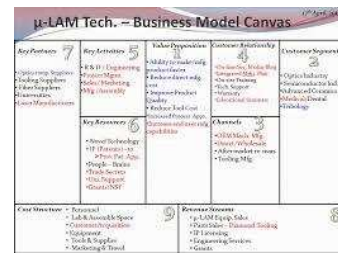
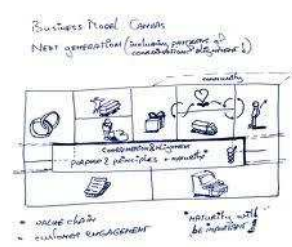
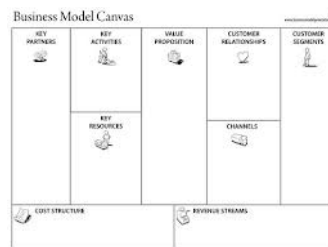
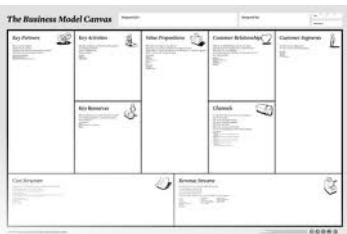




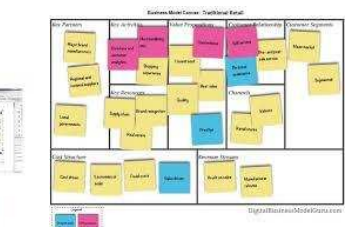
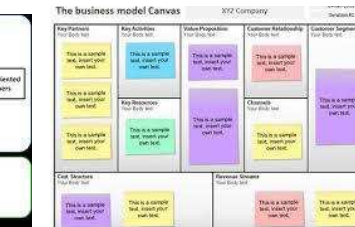
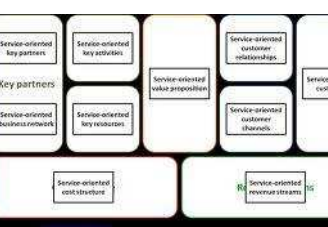
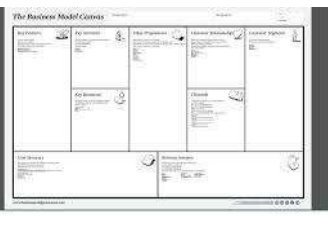
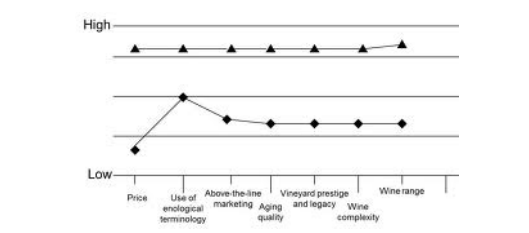
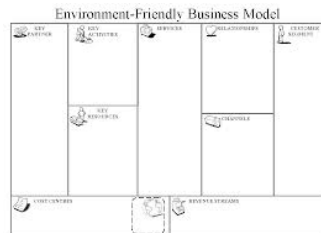
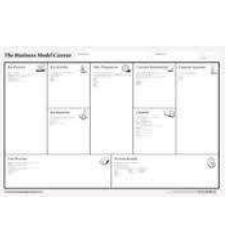
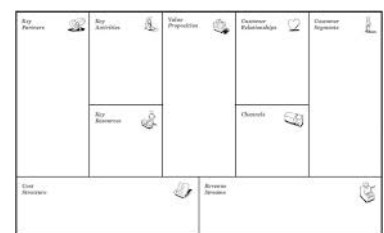
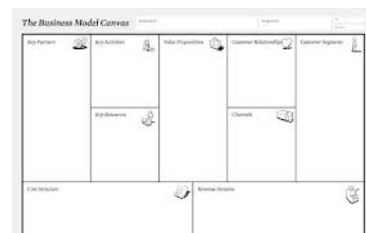
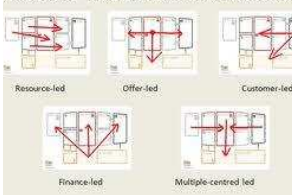
Business Model Canvas - Customer Segments	Business Model Canvas - Channels	Business Model Canvas - Customer Relationships
- Segment 1: Masses - Segment 2: Masses - Segment 3: Masses - Segment 4: Masses - Segment 5: Masses - Segment 6: Masses - Segment 7: Masses - Segment 8: Masses - Segment 9: Masses - Segment 10: Masses - Segment 11: Masses - Segment 12: Masses - Segment 13: Masses - Segment 14: Masses - Segment 15: Masses - Segment 16: Masses - Segment 17: Masses - Segment 18: Masses - Segment 19: Masses - Segment 20: Masses	- Channel 1: Masses - Channel 2: Masses - Channel 3: Masses - Channel 4: Masses - Channel 5: Masses - Channel 6: Masses - Channel 7: Masses - Channel 8: Masses - Channel 9: Masses - Channel 10: Masses - Channel 11: Masses - Channel 12: Masses - Channel 13: Masses - Channel 14: Masses - Channel 15: Masses - Channel 16: Masses - Channel 17: Masses - Channel 18: Masses - Channel 19: Masses - Channel 20: Masses	- Relationship 1: Masses - Relationship 2: Masses - Relationship 3: Masses - Relationship 4: Masses - Relationship 5: Masses - Relationship 6: Masses - Relationship 7: Masses - Relationship 8: Masses - Relationship 9: Masses - Relationship 10: Masses - Relationship 11: Masses - Relationship 12: Masses - Relationship 13: Masses - Relationship 14: Masses - Relationship 15: Masses - Relationship 16: Masses - Relationship 17: Masses - Relationship 18: Masses - Relationship 19: Masses - Relationship 20: Masses

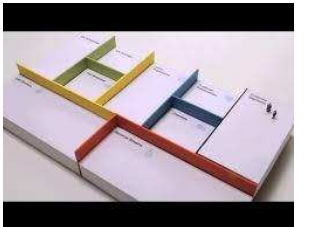
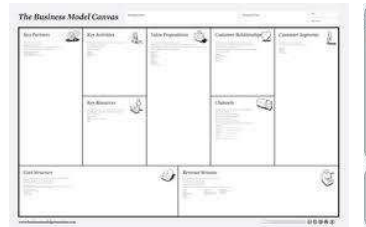
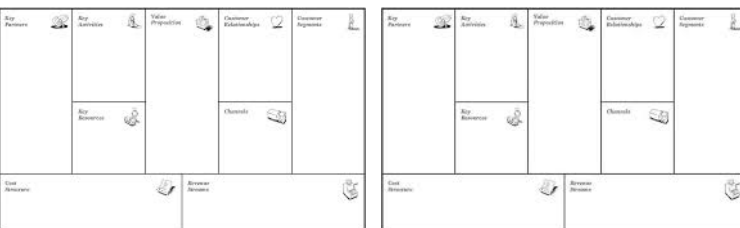






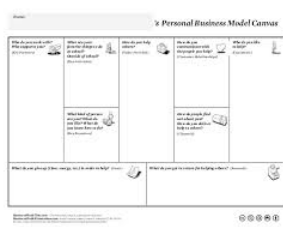
Concept Design - Sketching on your Business Model Canvas





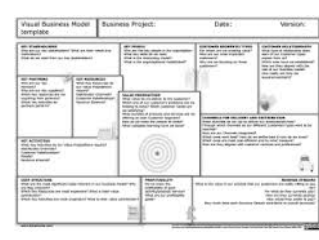
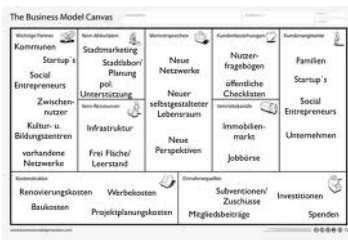
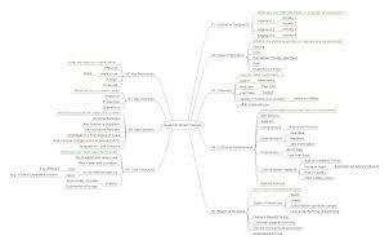
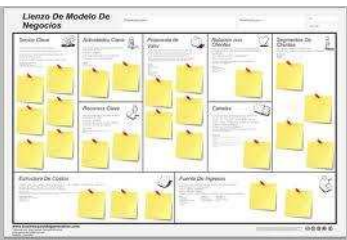
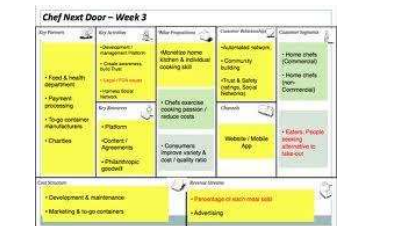
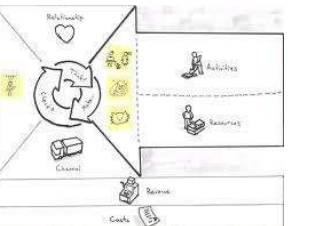
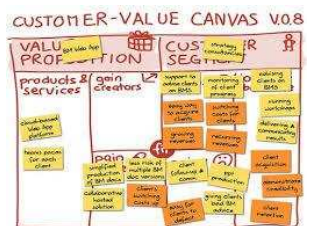
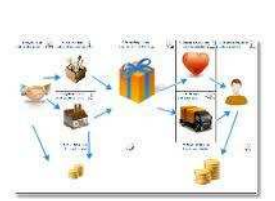
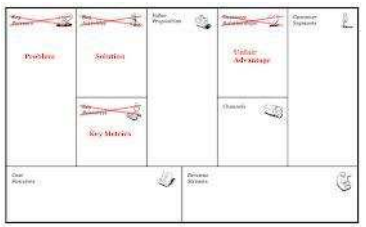
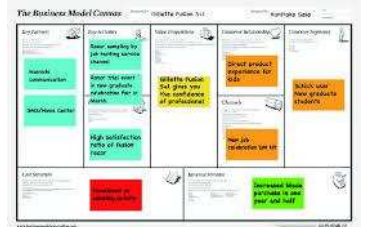
Checklist for writing your business model

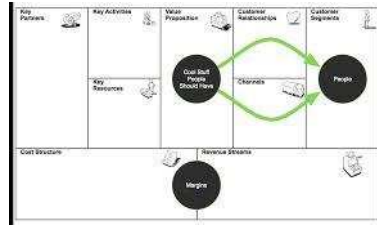
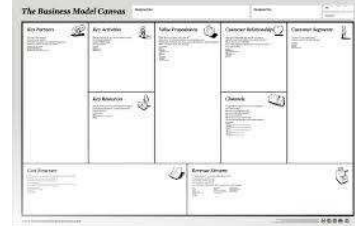
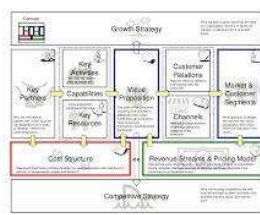
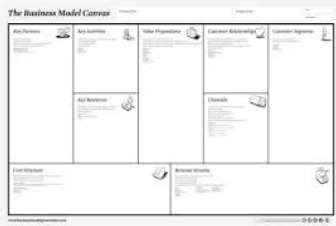
- Be specific
- Keep it simple
- Self-explanatory
- Focus on the relevant points
- Do not reinvent the wheel



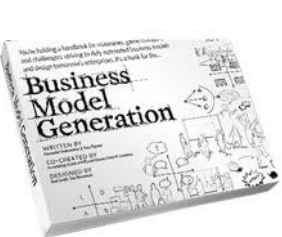
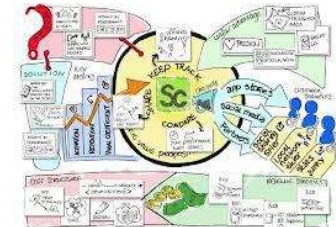
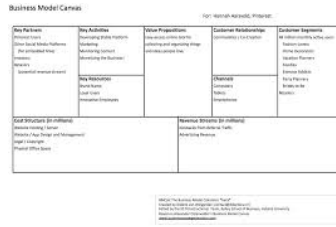
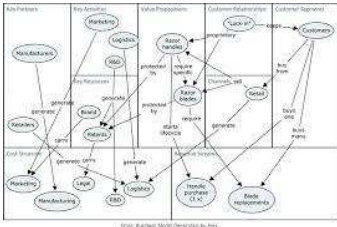
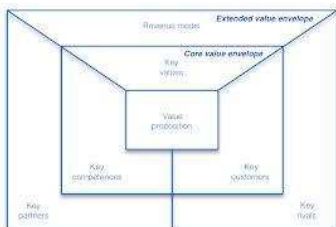
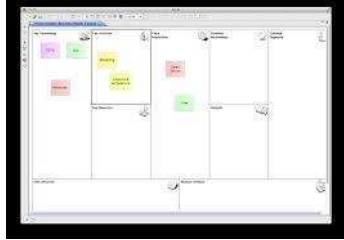
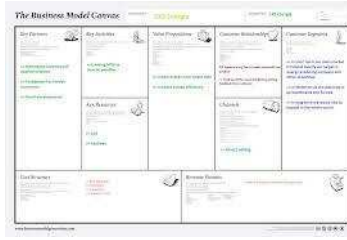
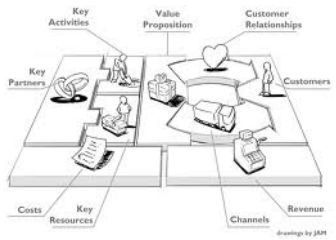
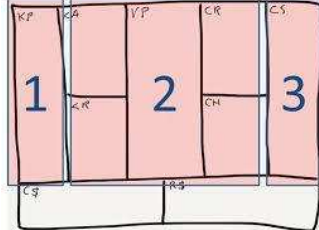
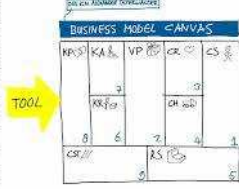
Lecture 4 - Business Model Testing, GAP Project.mpl
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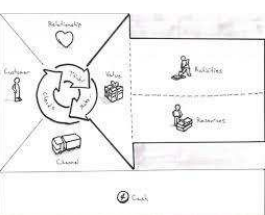
- Start showing the size to potential customers, testing customer segment and value proposition
- Use Ads, e.g. on Google AdWords, Facebook ads and natural search to drive people to your Minimum Viable web site
- Use your network to find target customers - ask your contacts "Do you know someone with problem X? If so, can you forward this message on to them?" and provide a 1-sentence description
- For B2B products, Twitter, Quora, and industry mailing lists are a good place to find target customers. Don't spam these areas but if you're already an active participant you can sprinkle in some references to your site or you can ask a contact who is already an active participant to do outreach for you
- Use Mailchimp, Postmark or Google Groups to send out emails and create groups
- Create online surveys with Wufoo or Zoonwang





1. CUSTOMER SEGMENTS
2. VALUE PROPOSITIONS
3. CHANNELS
4. REVENUE STREAMS
5. KEY RESOURCES
6. KEY ACTIVITIES
7. KEY PARTNERSHIPS
8. COST STRUCTURE





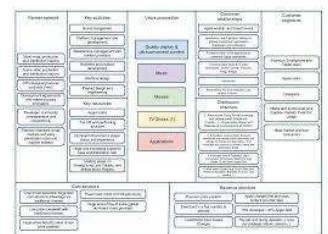
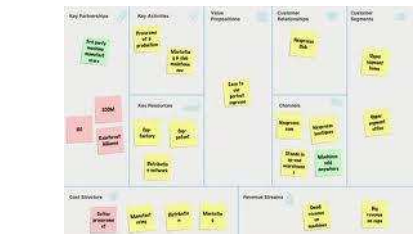
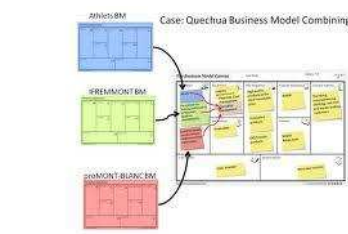
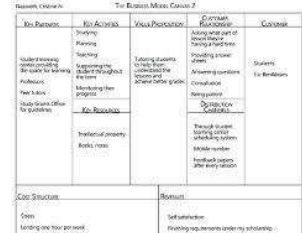
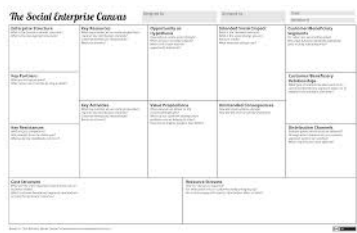
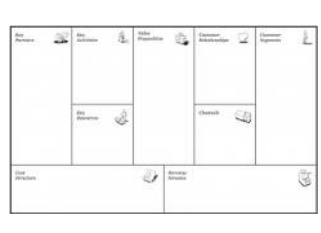
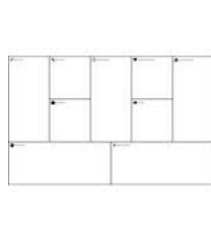
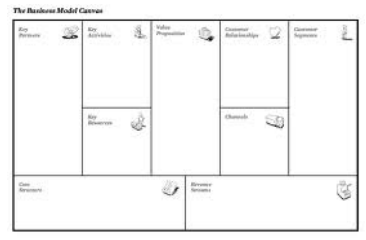
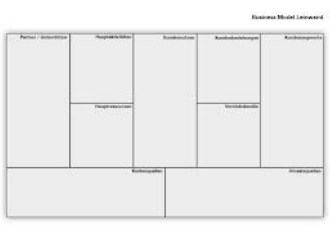
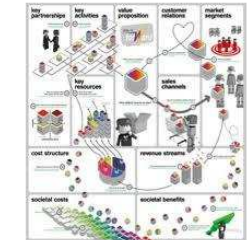
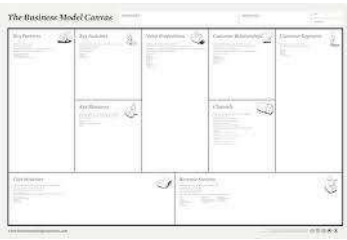
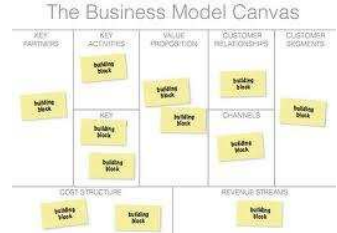
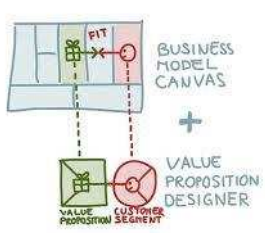
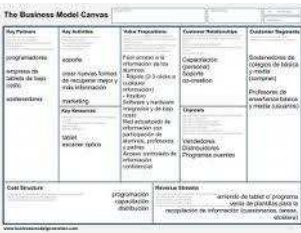
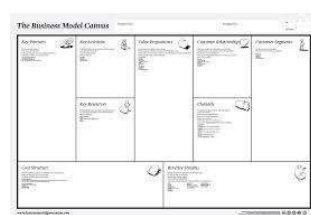
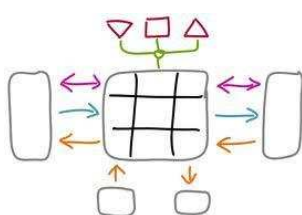
Stress testing your Business Model – multidisciplinary group edition

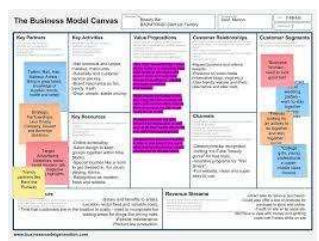
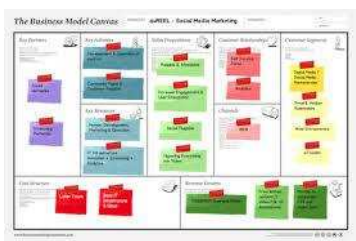
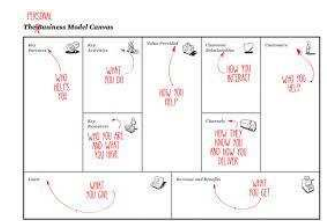
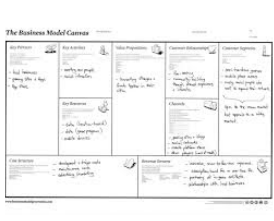
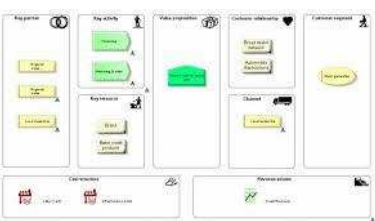
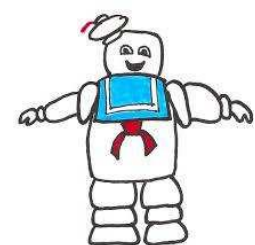
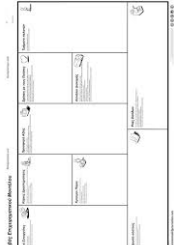
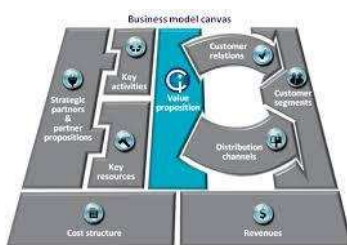
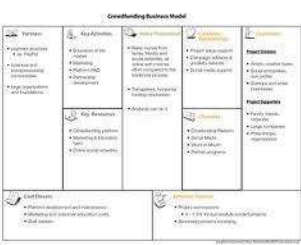
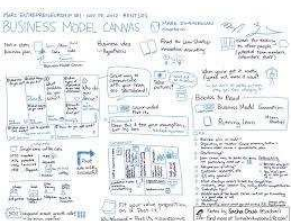
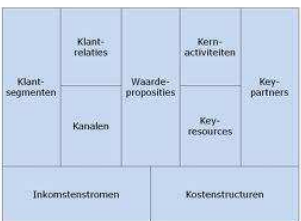
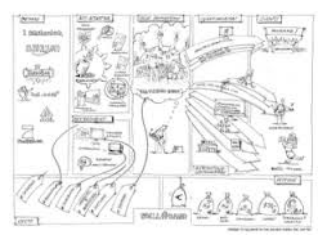
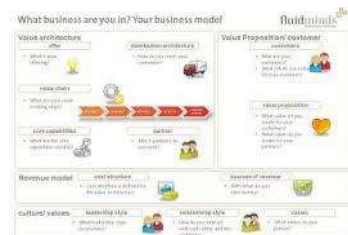
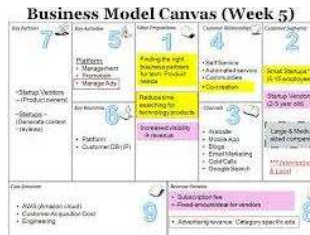
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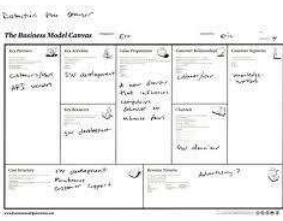
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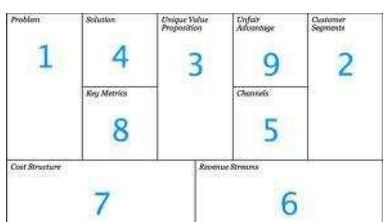
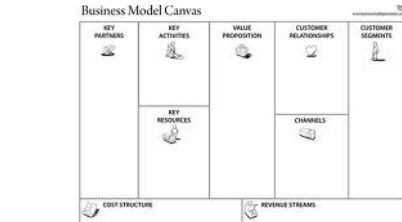
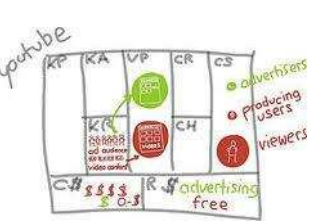
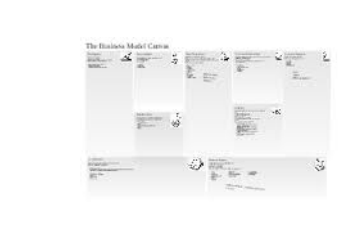
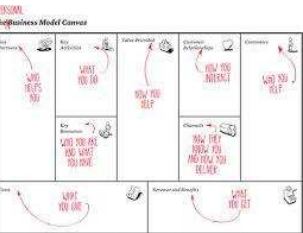
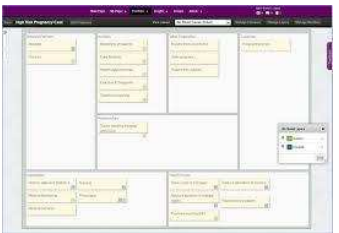
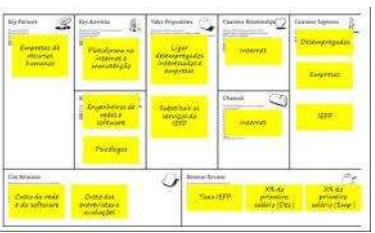
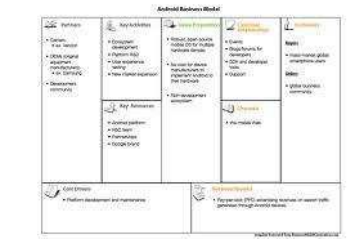
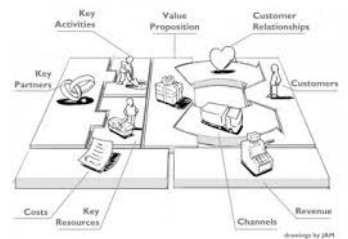
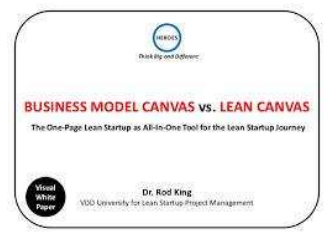
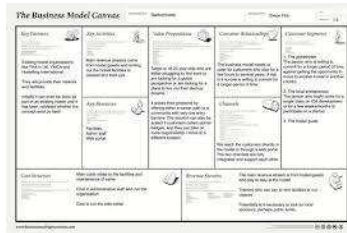
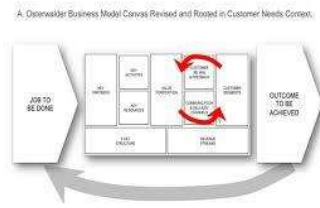
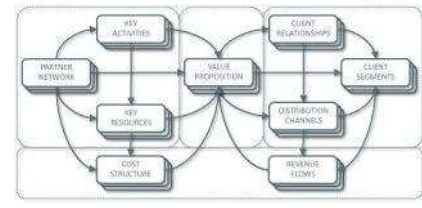
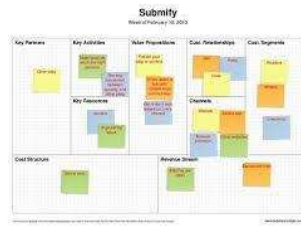
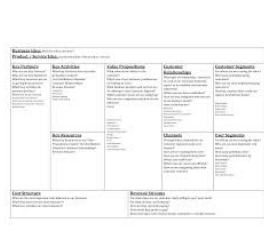
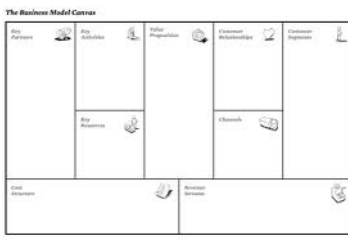
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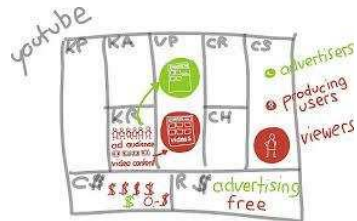
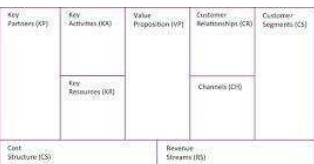
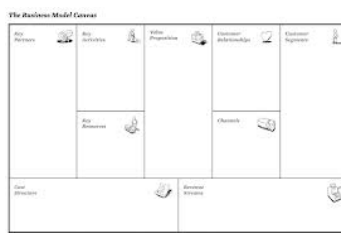
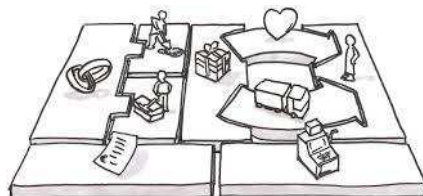
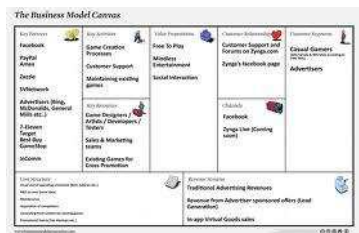
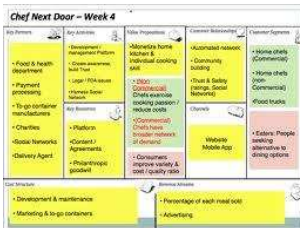
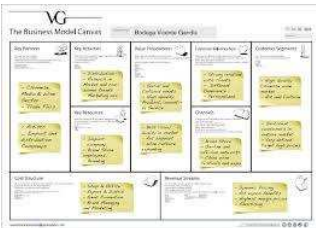
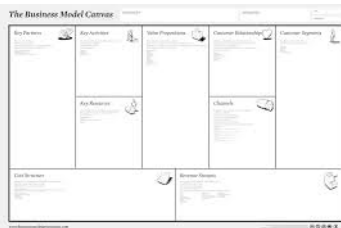
EMC: Your Business Model Canvas page, describe, design, develop and manage your business model

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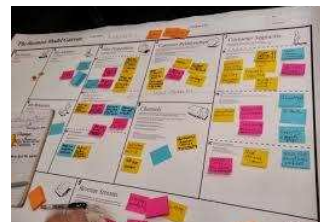
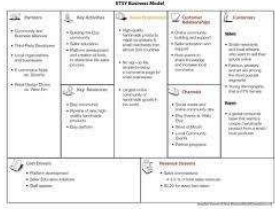
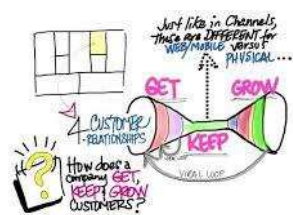
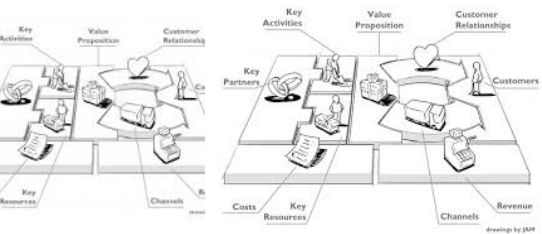
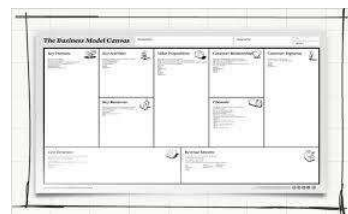
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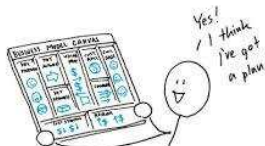
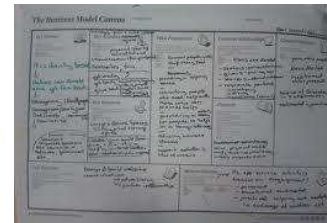
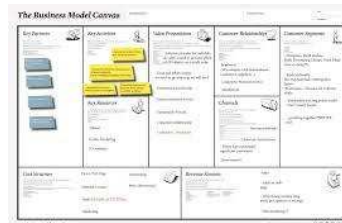
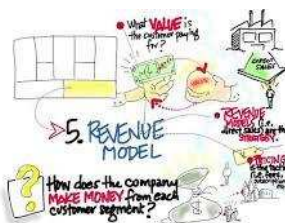
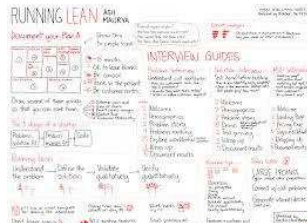
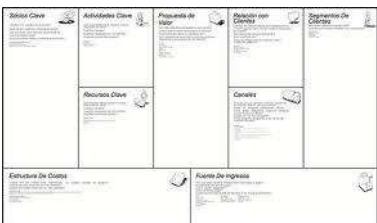
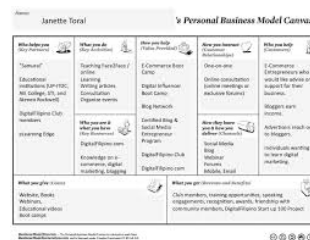
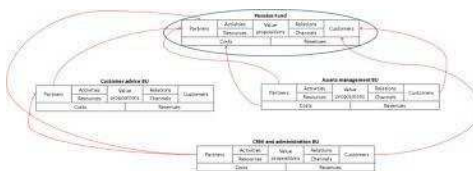
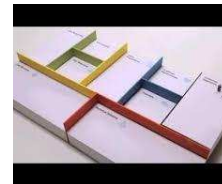
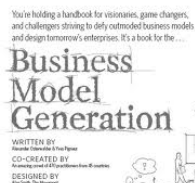
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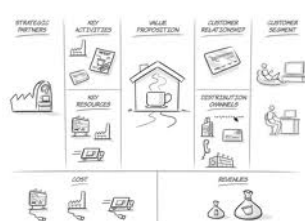
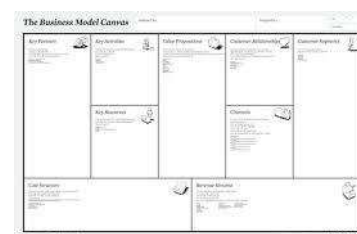


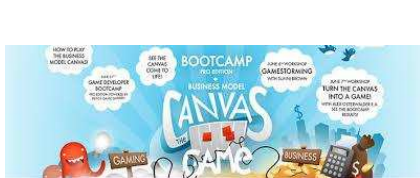
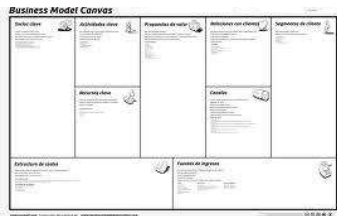
How can you **invent** your business model?



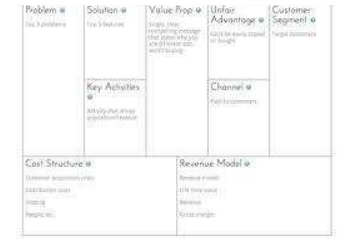
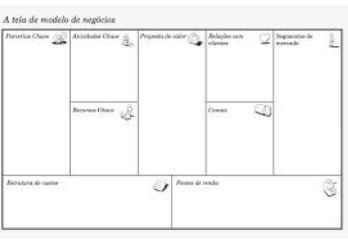
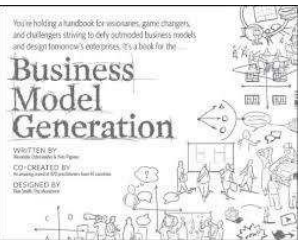
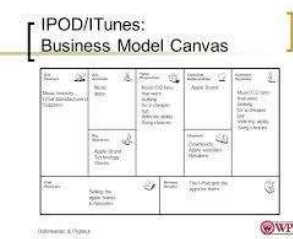
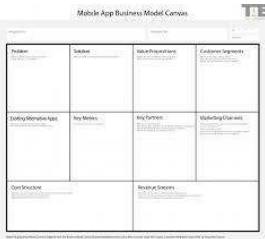
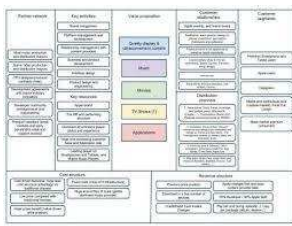
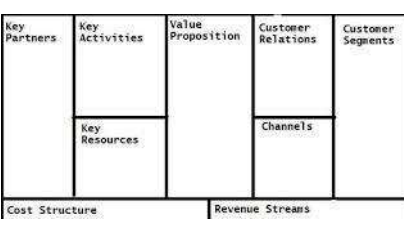
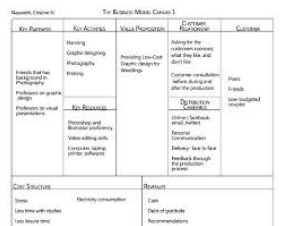
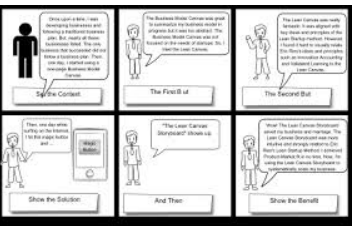
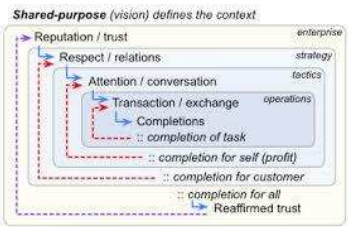
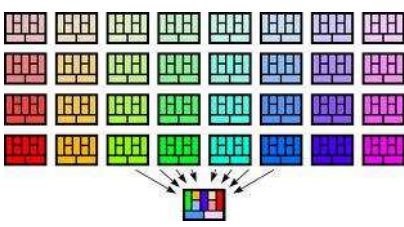
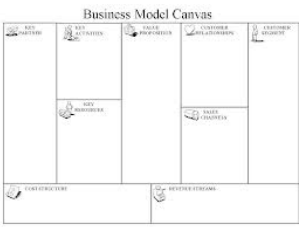
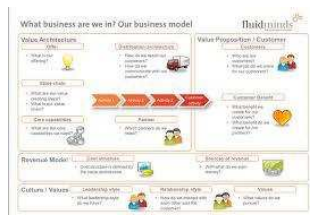
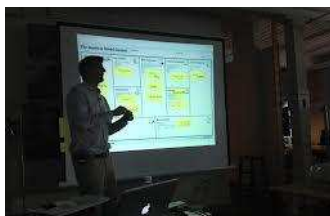


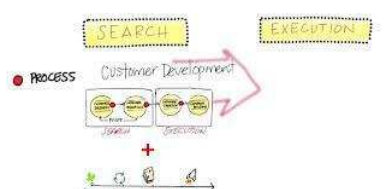
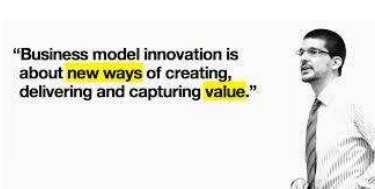
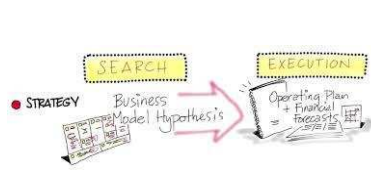
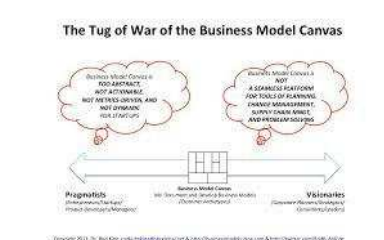
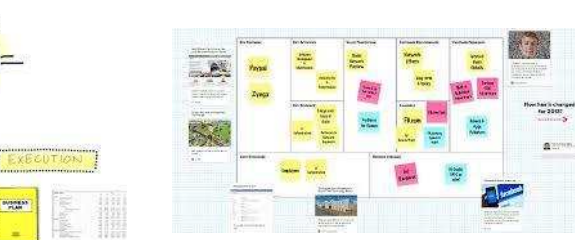
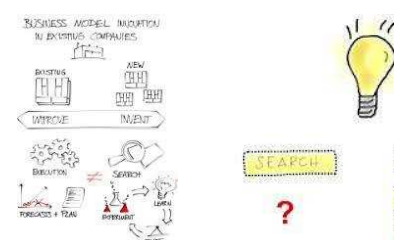
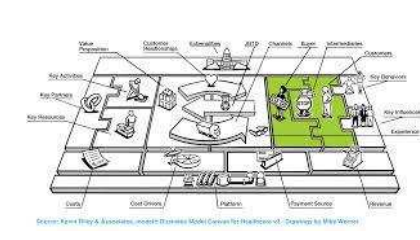
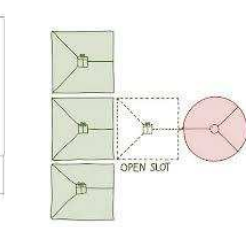
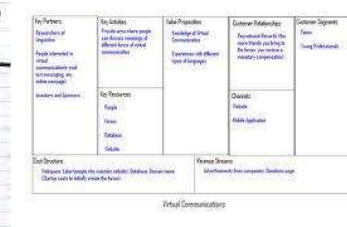
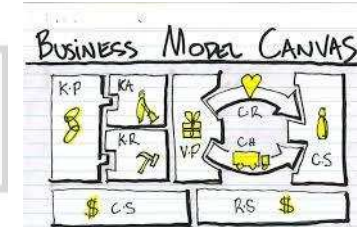
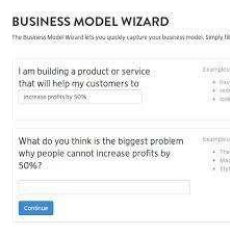
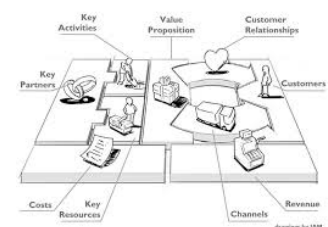
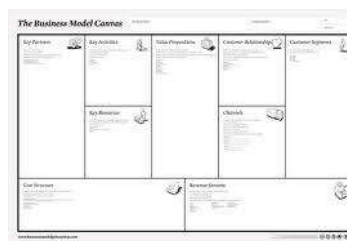
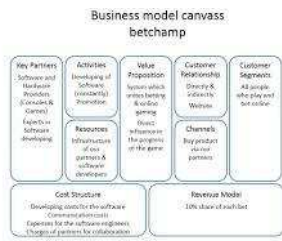
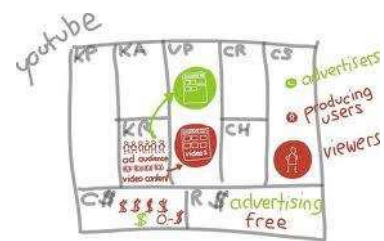
The Business Model Canvas lets us experiment with various plans that enable our IDEA...





Key Partners	Key Activities	Value Propositions	Customer Relationships	Channels
- Cooperação - Parcerias - Redes - Alianças - Parcerias - Redes - Alianças	- Atividade principal - Atividade complementar - Atividade de apoio - Atividade de apoio - Atividade de apoio - Atividade de apoio - Atividade de apoio	- Proposta de valor - Proposta de valor - Proposta de valor - Proposta de valor - Proposta de valor - Proposta de valor - Proposta de valor	- Relacionamento - Relacionamento - Relacionamento - Relacionamento - Relacionamento - Relacionamento - Relacionamento	- Canais - Canais - Canais - Canais - Canais - Canais - Canais





BUSINESS MODEL CANVAS vs. LEAN CANVAS

The One-Page Lean Startup for Universal Business Modeling

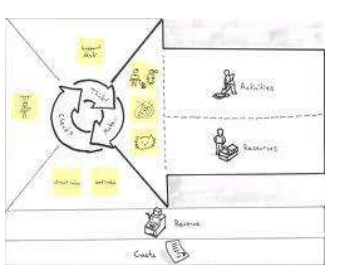
Dr. Rod King
YOO University for Lean Startup Project Management

Jordan Schlipf
@jordups

Jordan is a tech & consumer product entrepreneur. He's co-founded 4 companies and has raised seed capital from both angels & VC.

Founder Centric + EIR with #1seed.

www.foundercentric.com



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Business Model Canvas

A hand-drawn diagram showing a canvas with various sections for a business model canvas.