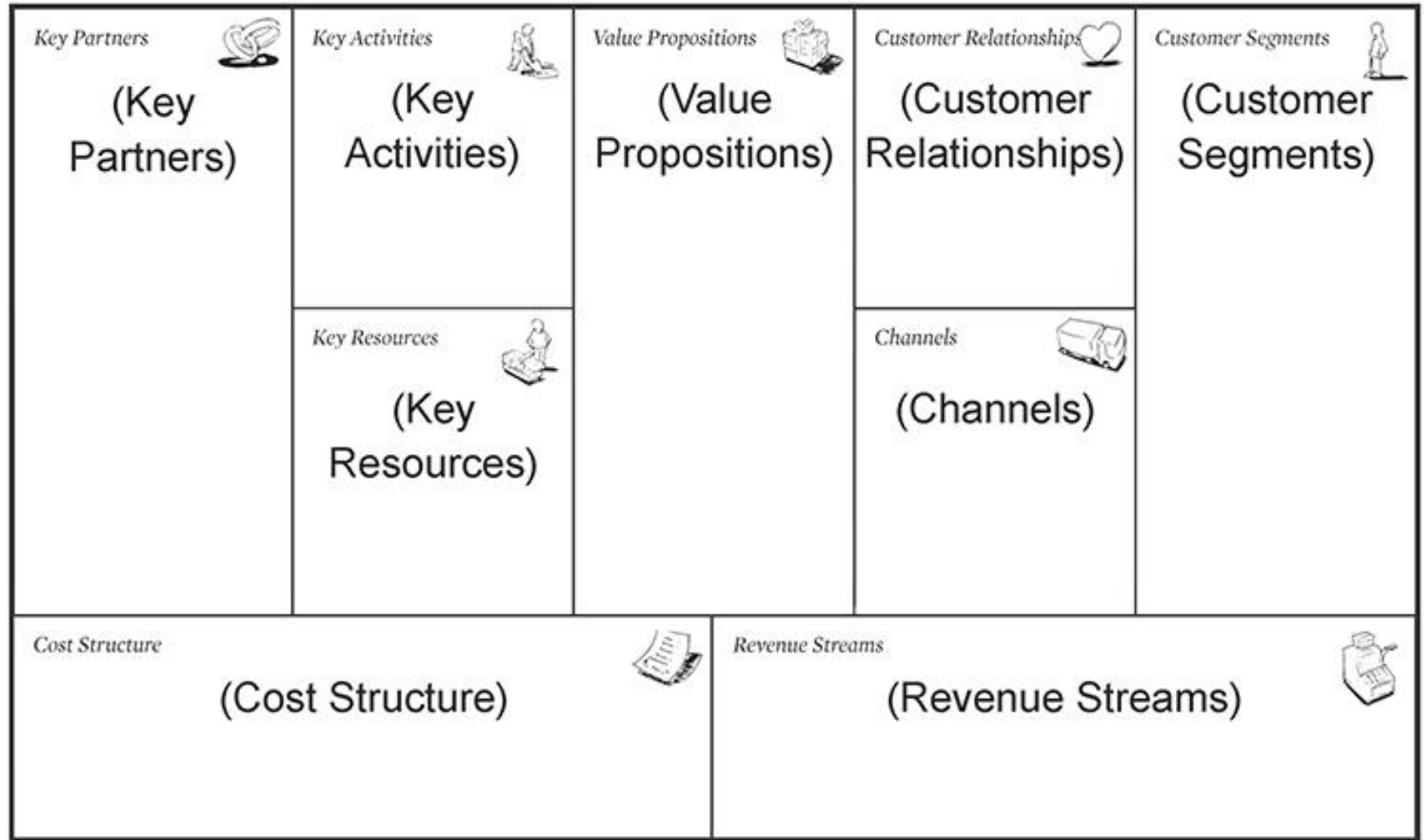


The **Focused** Business Model

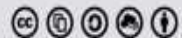
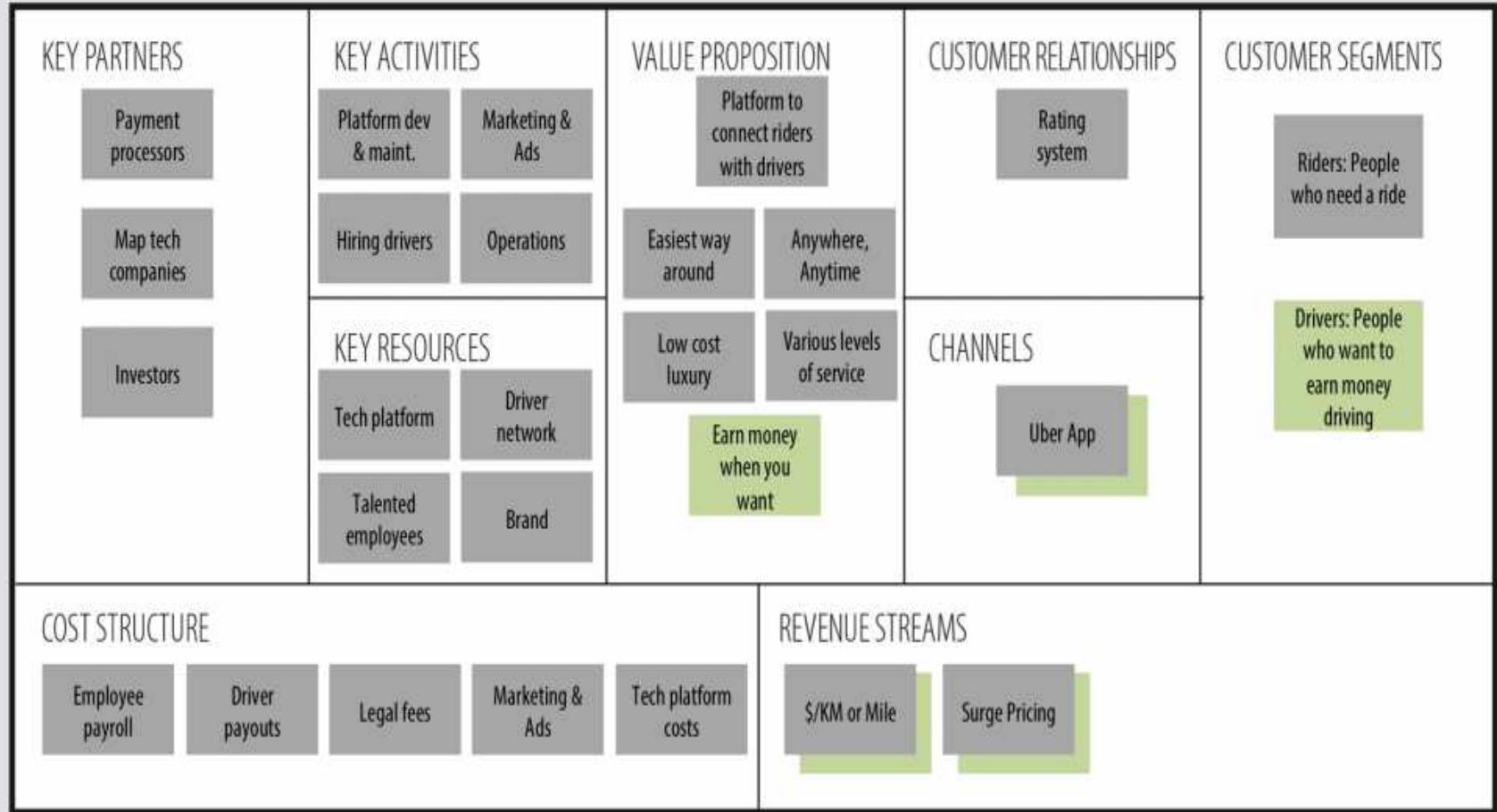
Mini MBA In Practice®

- What is A Business Model?
 - A business model is a strategic management and entrepreneurial tool, which describes the organization's targeted segments, the value to be provided, and how does the organization create, and deliver the value.



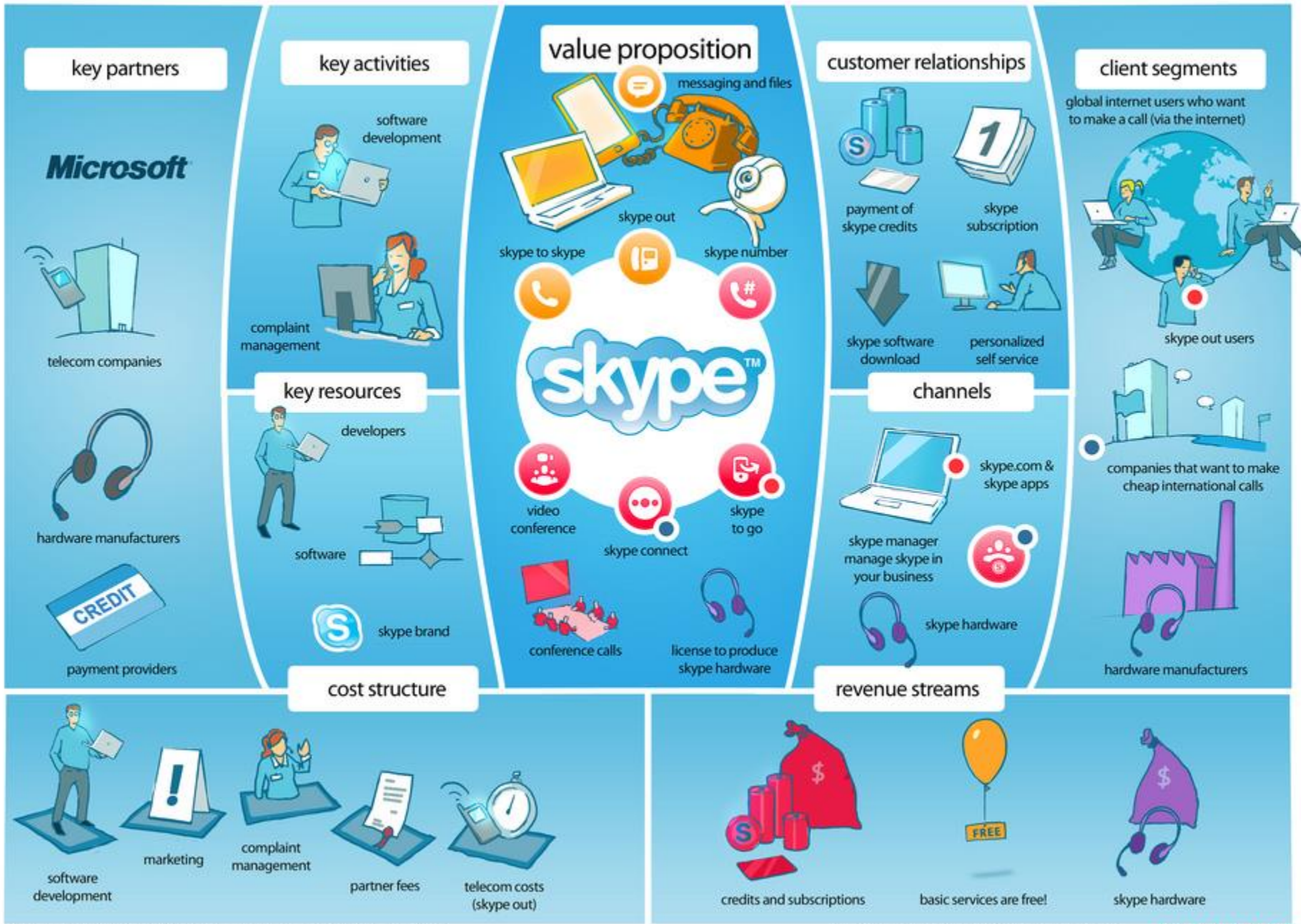
BUSINESS MODEL CANVAS

UBER

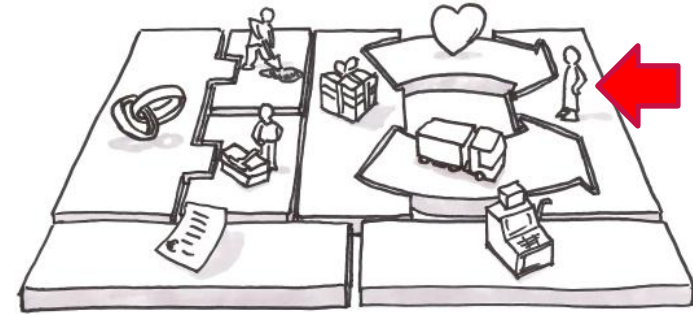


DESIGNED BY **BUSINESS MODEL FOUNDRY AG**

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Customer Segments

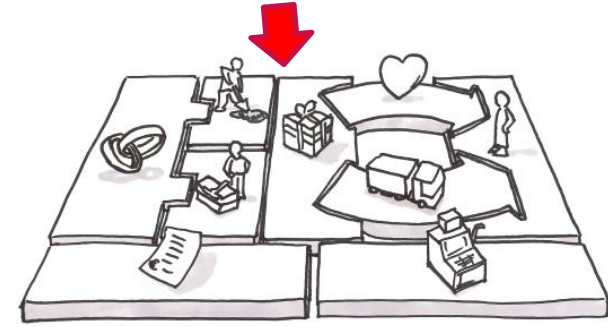


1- Customer Segments (CS)

- This block identifies the different groups of people or organizations for which the business is creating values and aims to reach and serve.
- A segment is a group of people, or organizations who shared the same needs, behaviors, or other common characteristics.
- Each segment requires different values, offers, and can be reached through different channels.

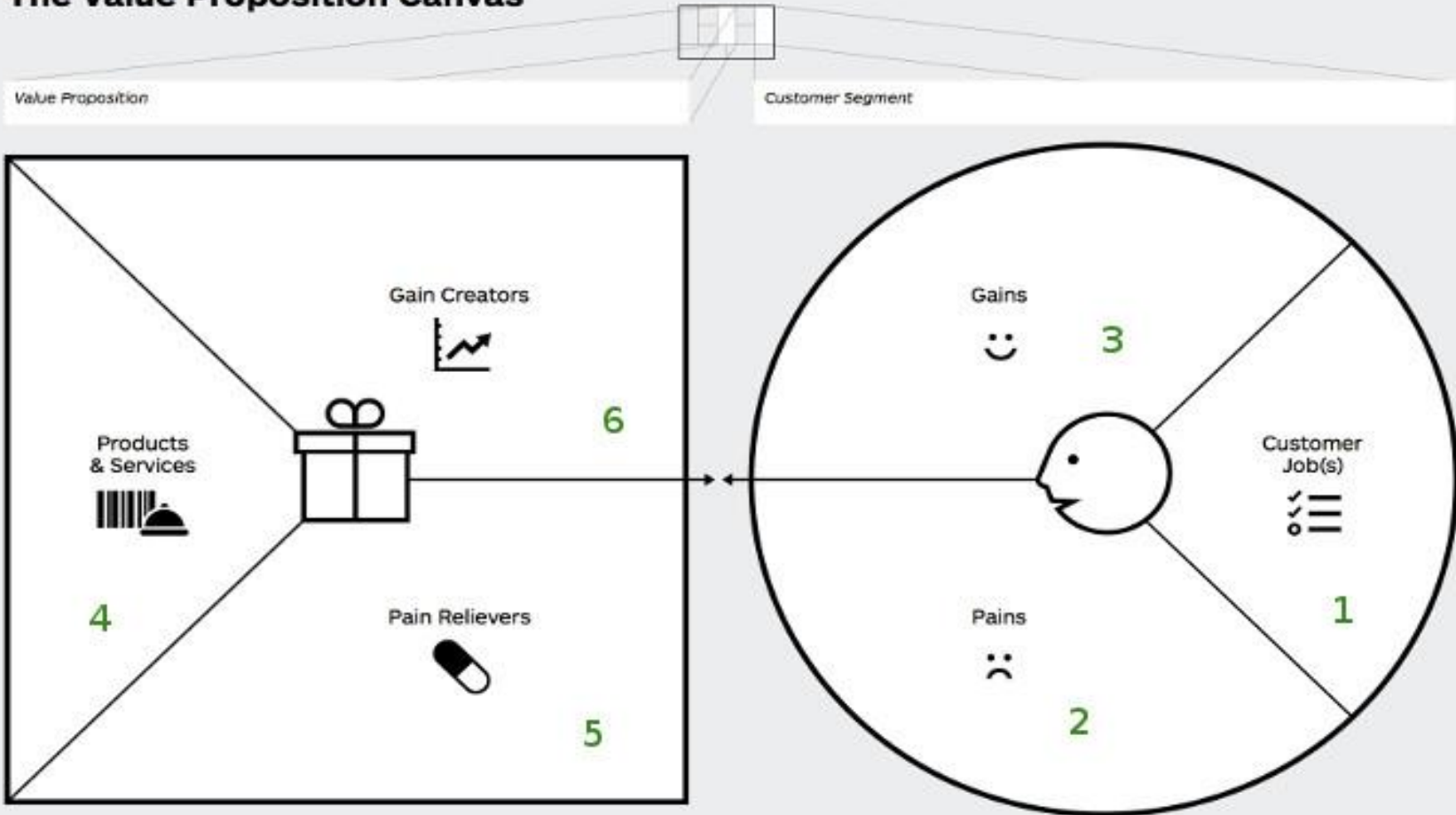
Product & Services- Value Proposition

2- Value Proposition



- The products/services that create value for a specific customer segment.
- The Value Proposition is the reason **why customers turn to one company over another.**
- It solves a customer problem or satisfies a customer need.
- Each Value Proposition consists of a selected bundle of products and/or services that caters to the requirements of a **specific Customer Segment.**
- The Value Proposition is an aggregation, or **bundle of benefits that a company offers customers.**

The Value Proposition Canvas







Revenue Streams

5- Revenue Streams (R\$)

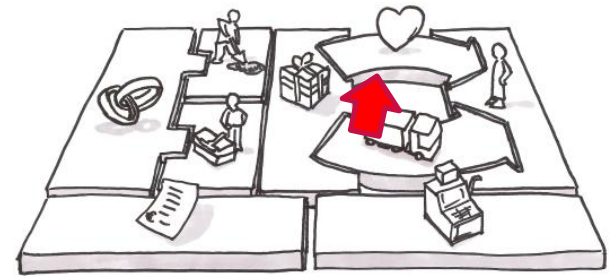


- The revenue generated from each customer segment 
- The revenue stream depends on the pricing strategy of the company
- Examples on revenue streams options:
 - Subscription
 - Renting/leasing
 - Licensing
 - Advertising
 - Product/ service usage Fee



Channels

3- Channels



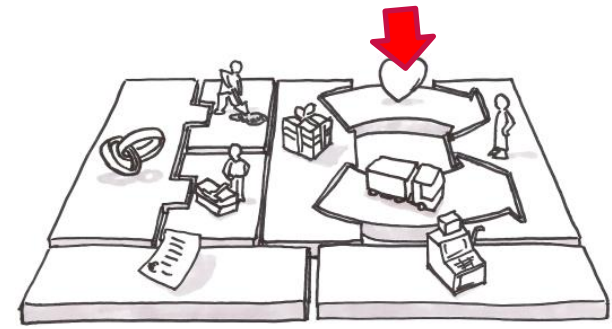
- This block explains how the company will communicate with its targeted segments and reach them to deliver its value proposition
- Channels block include:
(Promotion, communication, distribution, sales, and after sales services channels)

Channel Types		Channel Phases				
Own	Direct	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?
	<i>Sales force</i>					
	<i>Web sales</i>					
Partner	Indirect					
	<i>Own stores</i>					
	<i>Partner stores</i>					
	<i>Wholesaler</i>					

Customer Relationships

Key Account Management

4- Customer Relationships (CR)

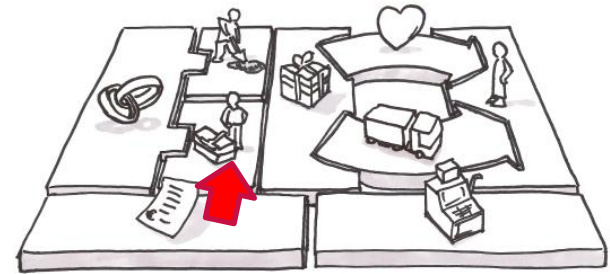


- The types of relationship to be established with their customers in order to:
 - Acquire new customers
 - Retain existing customers
 - Increase sales from loyal customers
 - Increases customers profitability

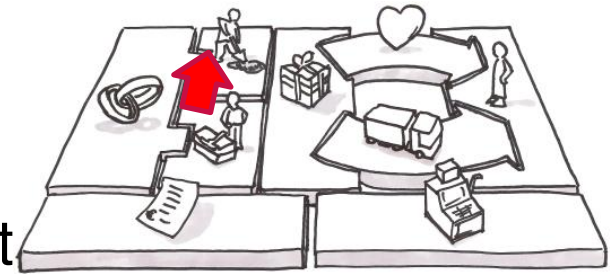
- For instance:
 - **Direct human interaction with customers** to provide personal assistant and customized services, through the following channels: point of sale, call centers, e-mail, internet or through other means
 - **Self service** (no direct interaction with customers), this can include automated services
 - **Customer involvement** in business processes
 - **Strong brand**

Key Resources & Activities

6- Key Resources

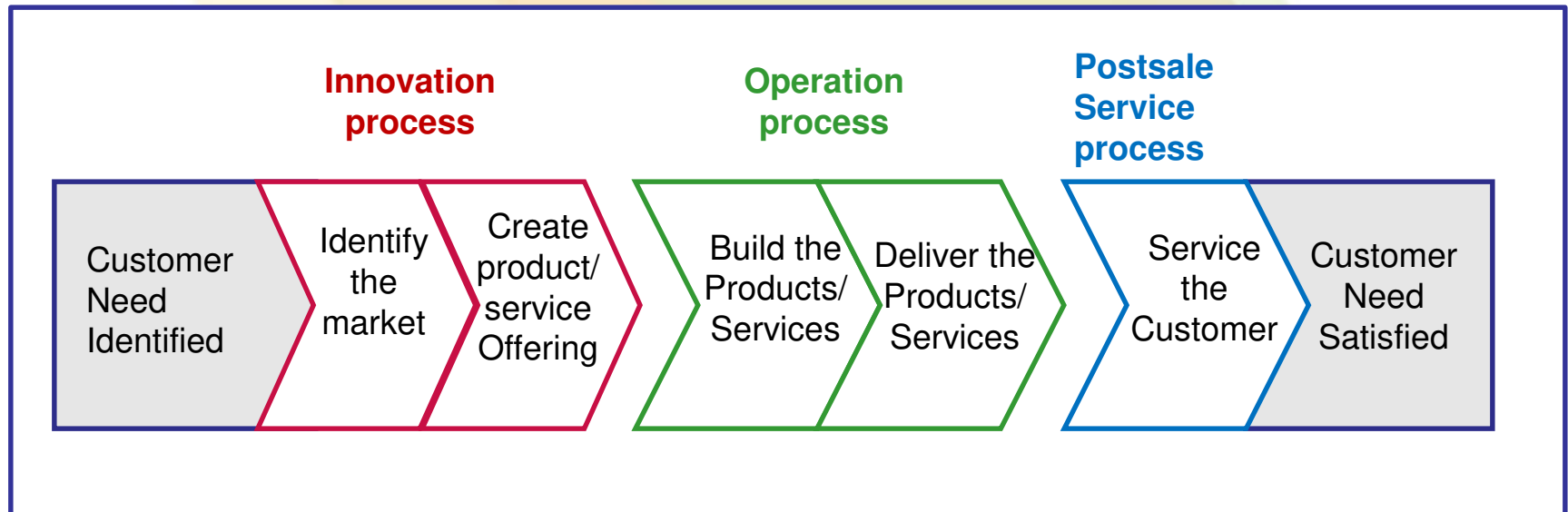


- Includes all required resources to run the business
- For example:
 - Human resources
 - Financial resources
 - Physical resources (machines, buildings, vehicles, software, etc...)
 - Brands, copyrights, etc...



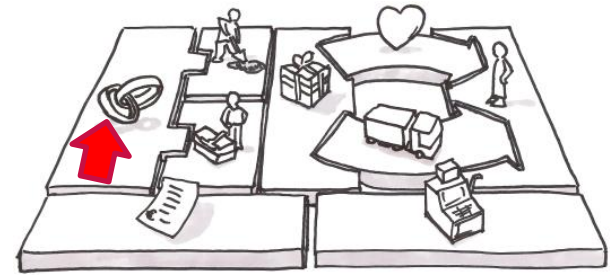
7- Key Activities (KA)

- Includes all internal processes and activities implemented by the company, in order to provide the required values to its customer, to communicate and to build relationships with its customers, and as result to achieve profit



Key Partnerships (KP)

8- Key Partnerships (KP)



- Describes the network of suppliers, partners, alliances, and joint ventures with other companies, that make the business model work.