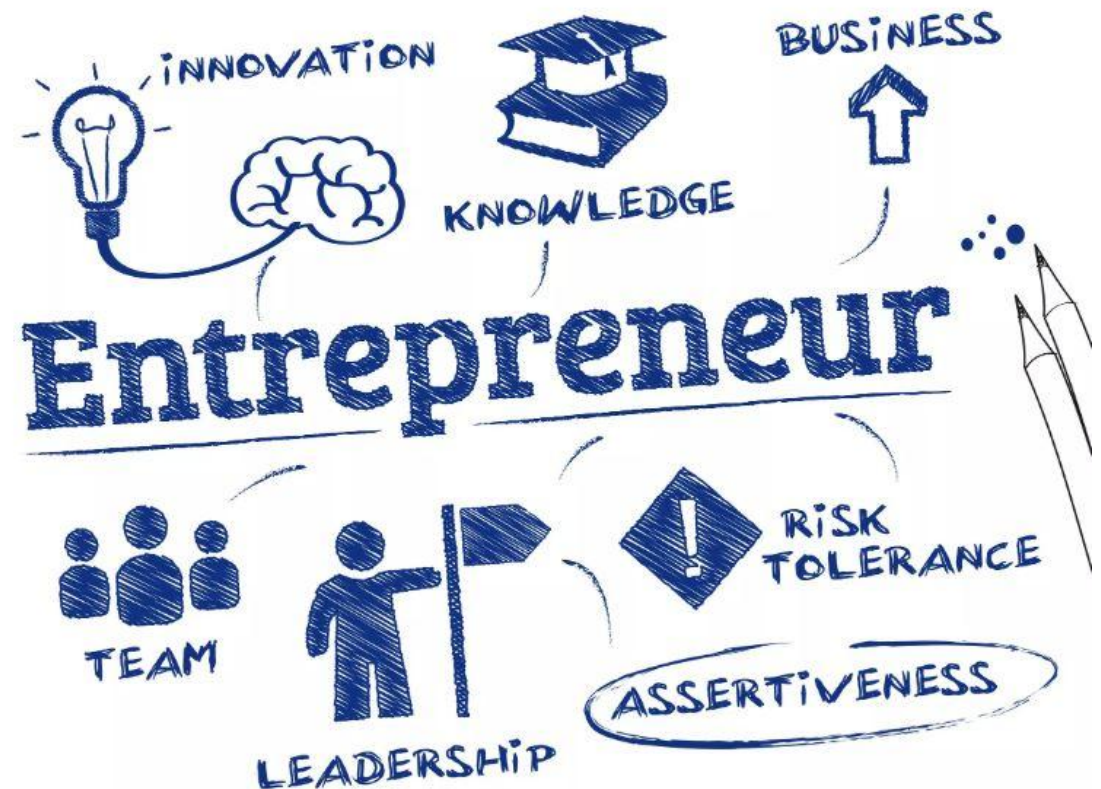


Entrepreneurship

Ideation, Innovation and business models

Business Model Canvas

Case study: Nespresso



Contents

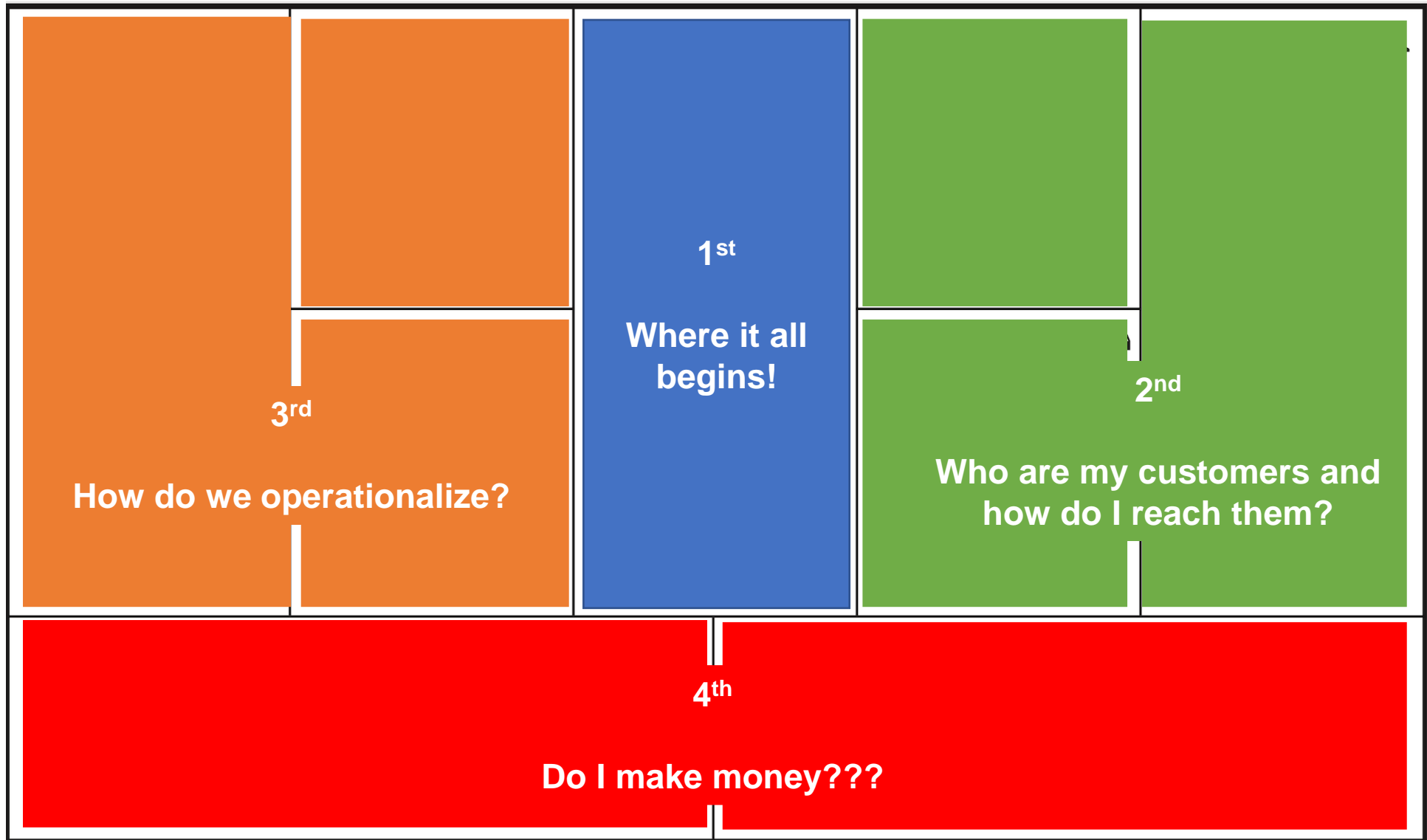
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1. General Objective

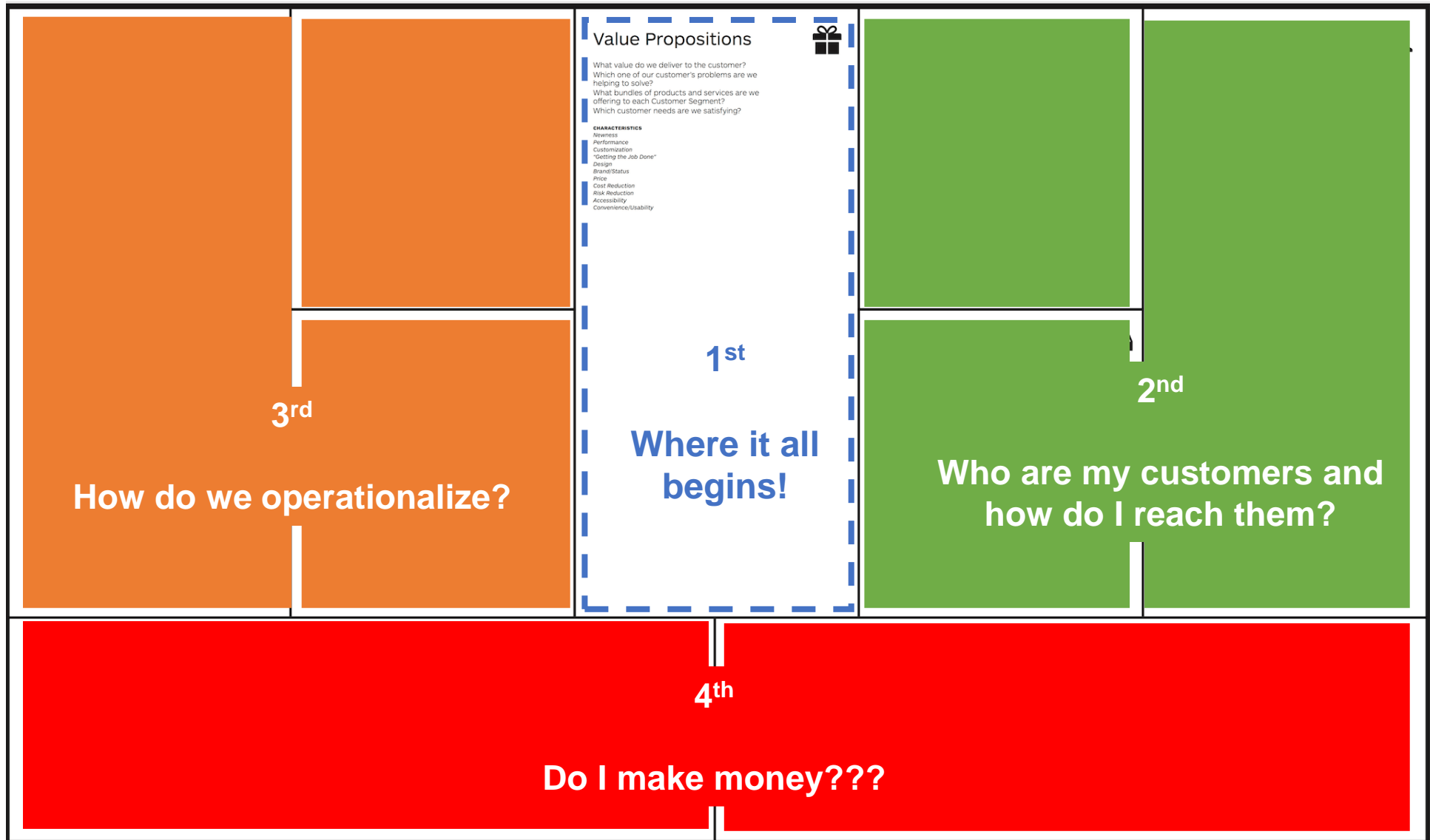
Develop logical and structured reasoning so that the future Entrepreneur is able to organize, in a holistic and pragmatic way, any business idea using the following:

- **Business Model Canvas.**

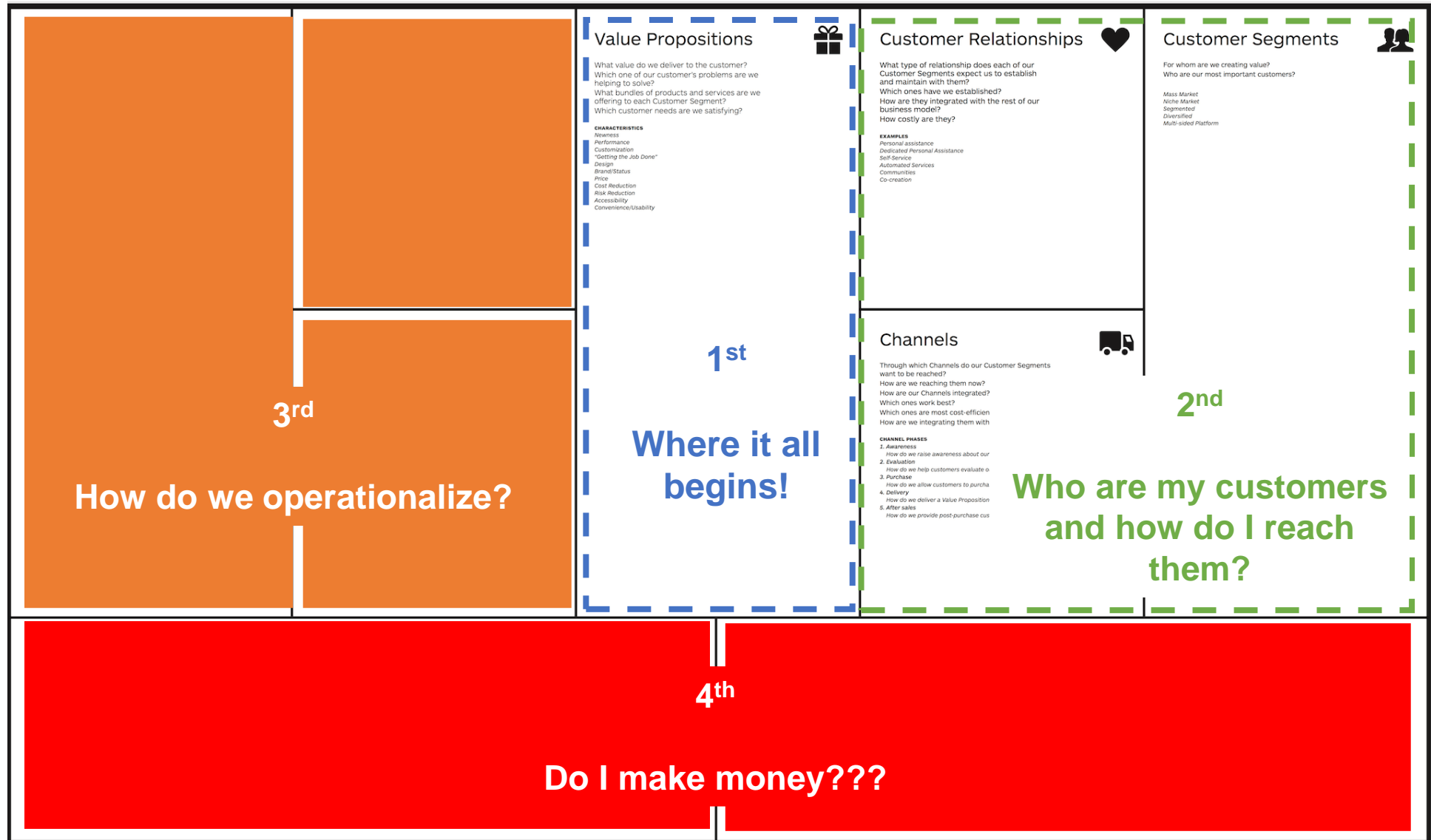
2. O Business Model Canvas



2. O Business Model Canvas



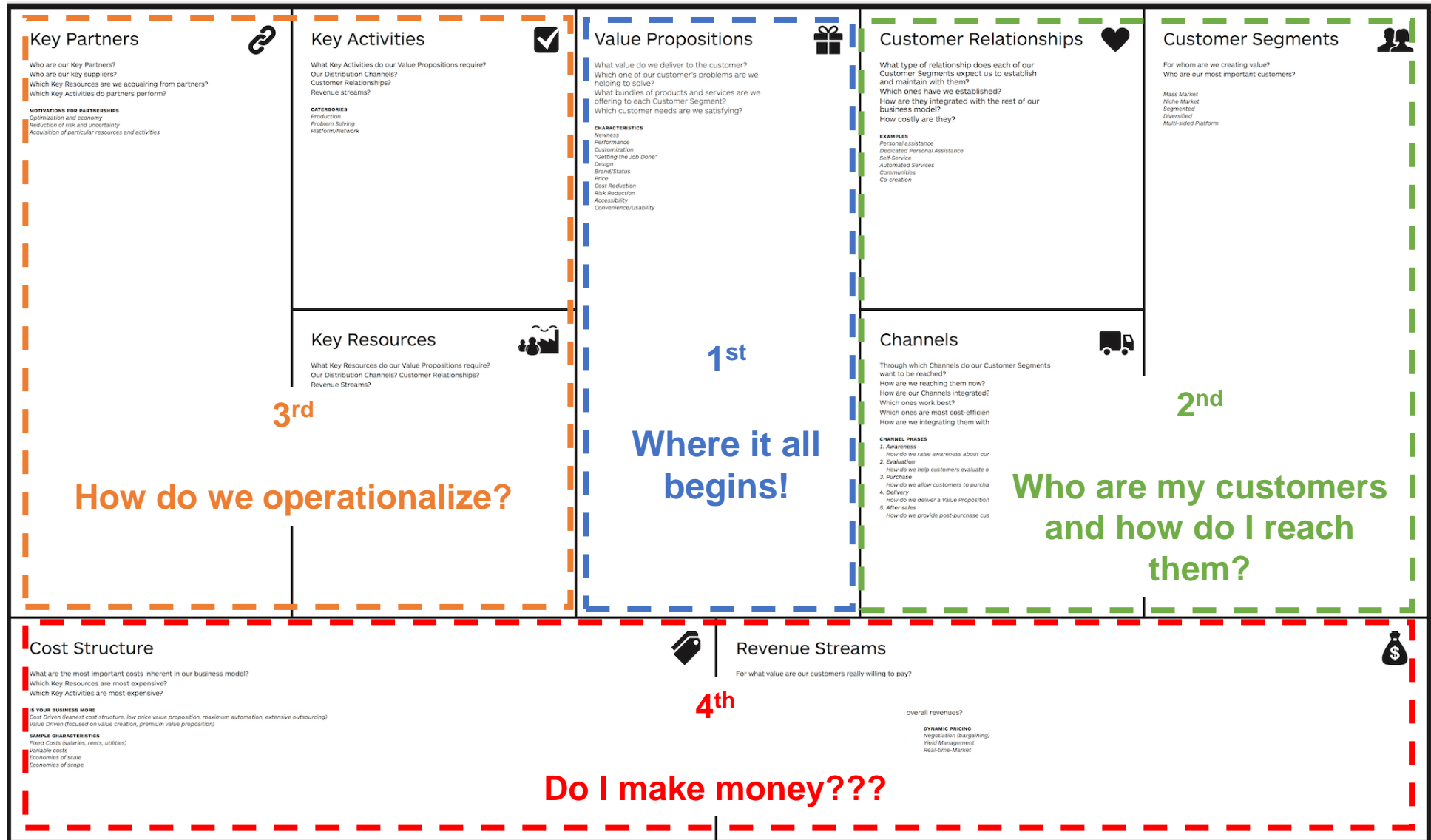
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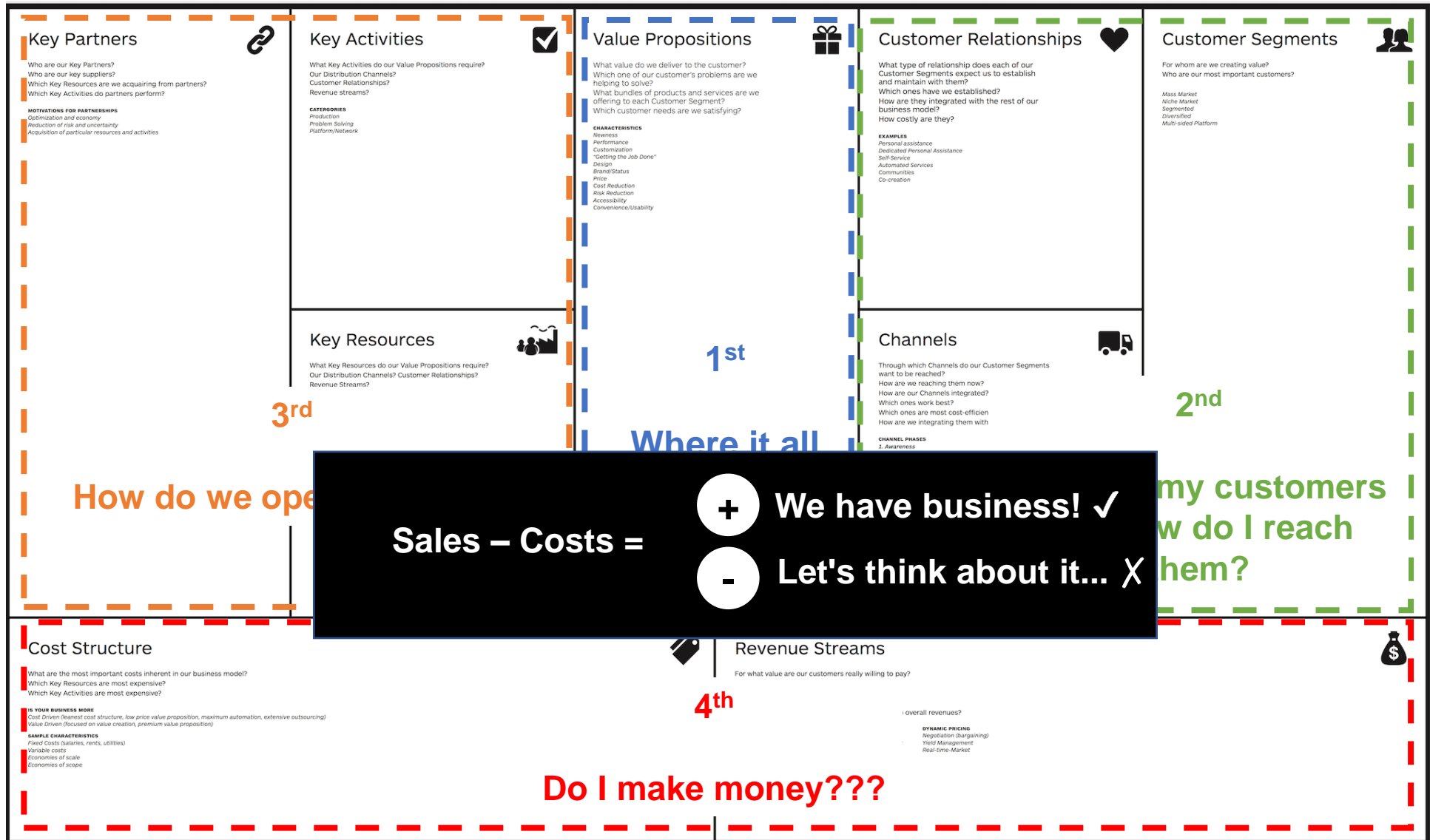
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2. O Business Model Canvas



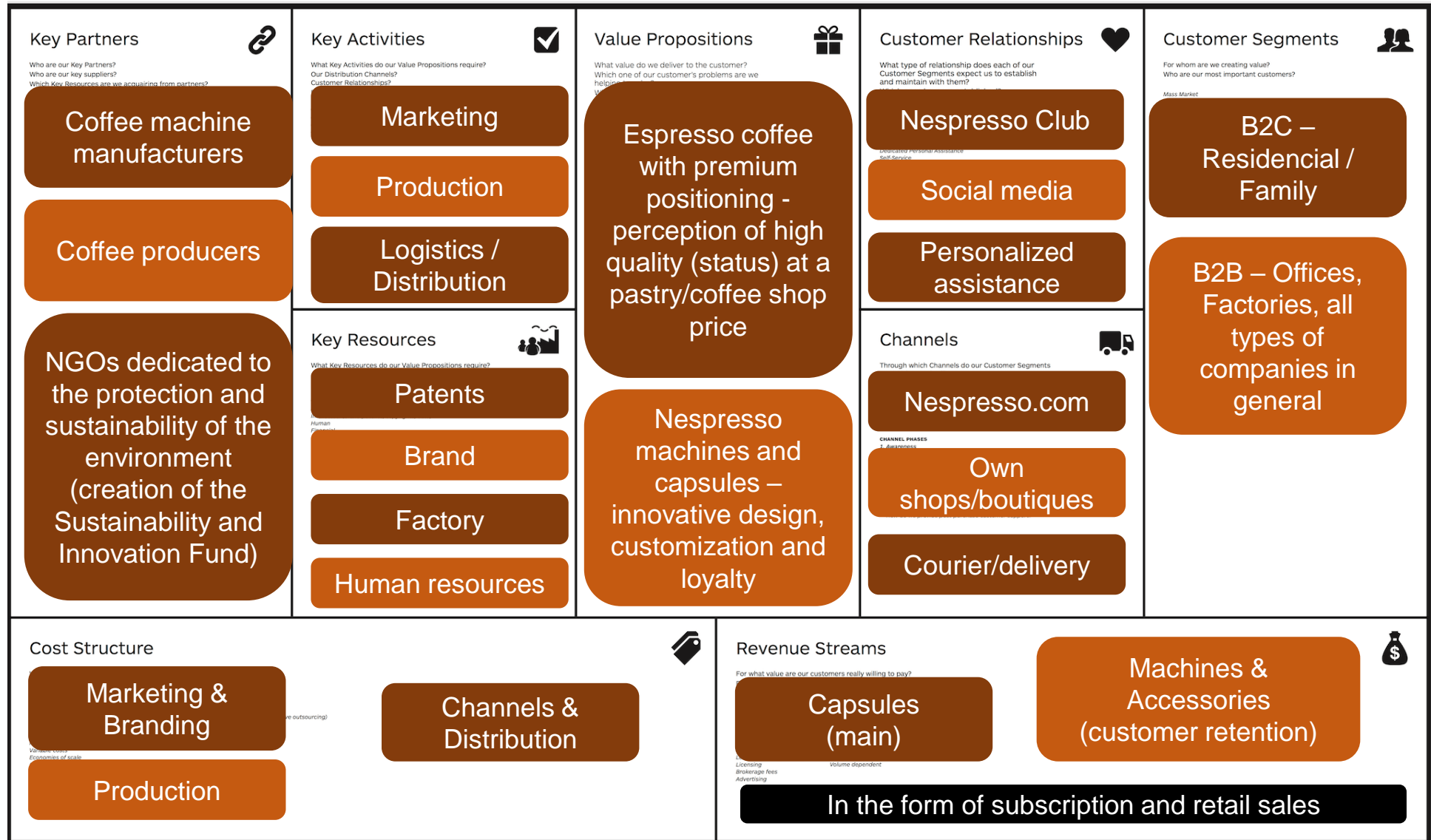
3. The practical case



3. Business Model Canvas - Nespresso

<h2>Key Partners</h2>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>MOTIVATIONS FOR PARTNERSHIPS Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	<h2>Key Activities</h2>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES Production Problem Solving Platform/Network</p>	<h2>Value Propositions</h2>  <p>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?</p> <p>CHARACTERISTICS Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p>	<h2>Customer Relationships</h2>  <p>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?</p> <p>EXAMPLES Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</p>	<h2>Customer Segments</h2>  <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Market Niche Market Segmented Diversified Multi-sided Platform</p>																								
<h2>Key Resources</h2>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES Physical Intellectual (brand patents, copyrights, data) Human Financial</p>		<h2>Channels</h2>  <p>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?</p> <p>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?</p>																										
<h2>Cost Structure</h2>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>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)</p> <p>SAMPLE CHARACTERISTICS Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope</p>		<h2>Revenue Streams</h2>  <p>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?</p> <table border="0"> <tr> <td>TYPES</td> <td>FIXED PRICING</td> <td>DYNAMIC PRICING</td> </tr> <tr> <td>Asset sale</td> <td>List Price</td> <td>Negotiation (Bargaining)</td> </tr> <tr> <td>Usage fee</td> <td>Product feature dependent</td> <td>Yield Management</td> </tr> <tr> <td>Subscription Fees</td> <td>Customer segment</td> <td>Real-time-Market</td> </tr> <tr> <td>Lending/Renting/Leasing</td> <td>dependent</td> <td></td> </tr> <tr> <td>Licensing</td> <td>Volume dependent</td> <td></td> </tr> <tr> <td>Brokerage fees</td> <td></td> <td></td> </tr> <tr> <td>Advertising</td> <td></td> <td></td> </tr> </table>			TYPES	FIXED PRICING	DYNAMIC PRICING	Asset sale	List Price	Negotiation (Bargaining)	Usage fee	Product feature dependent	Yield Management	Subscription Fees	Customer segment	Real-time-Market	Lending/Renting/Leasing	dependent		Licensing	Volume dependent		Brokerage fees			Advertising		
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3. Business Model Canvas - Nespresso



4. Business Model Canvas - Resumo

1st - "Where it all begins!" - Value proposition

2nd - "Who are my customers and how do I reach them?"

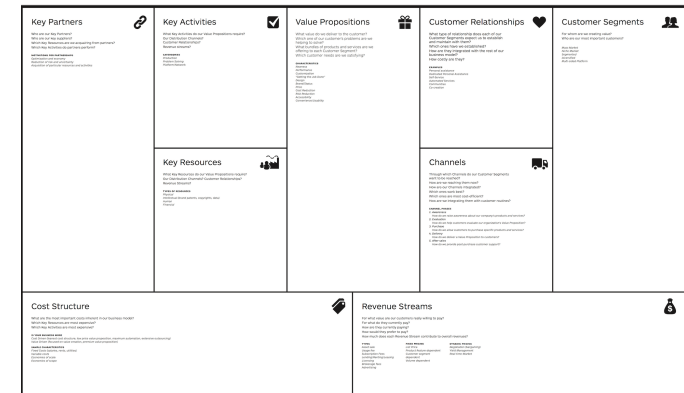
- a) Market segments (customers)
- b) Relations with customers
- c) Sales channels (how I access products/services)

3rd - "How do we operationalize the business?"

- a) Key partnerships
- b) Key activities
- c) Key resources

4th - "Do I make money?" or "Is the business viable?"

- a) Sales (what products/services/experiences I sell and for how much)
- b) Associated costs



At the end of the day – Do we have business?

✓ - The business is viable!

X - It is not feasible – we may not rule it out, but analyze how we can turn it feasible

5. Datasheet and Bibliography

DATASHEET

- **Title – Entrepreneurship**
- **Conception – Brave Journey, Tiago Vargas**
- **Property – Brave Journey, Tiago Vargas**

BIBLIOGRAPHY

- **Business Model Canvas** - <https://www.productplan.com/learn/business-model-canvas/>
- **Nespresso** - <https://www.nespresso.com/pt/en/>

6. Contacts

If you have any questions about this presentation and/or need support in structuring a business idea, please contact Brave Journey:

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This presentation is available on the Brave Journey website.



<https://brave-journey.com>

Thank you and wishing you successful businesses!