



Universidad
Continental

Lean Canvas

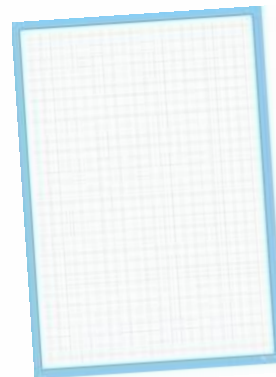
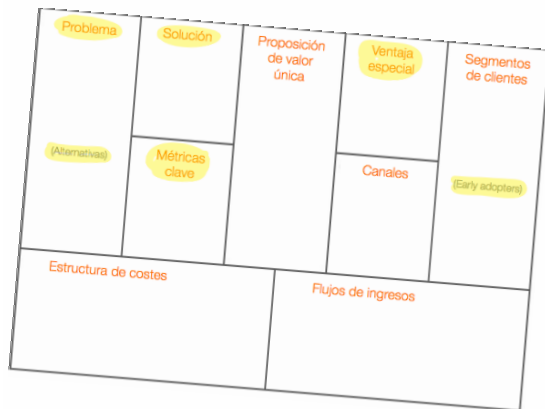
aprende a diseñar modelos de negocio
(ejemplo de aplicación)

Centro de Emprendimiento Continental





Herramientas





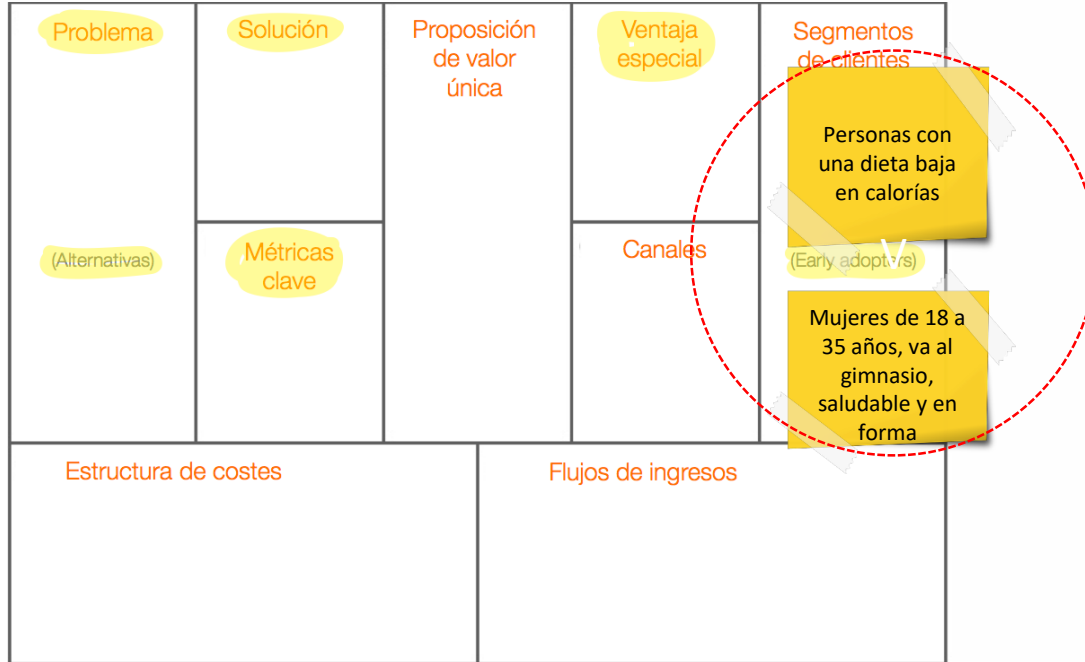
CASO PRÁCTICO STEVIA





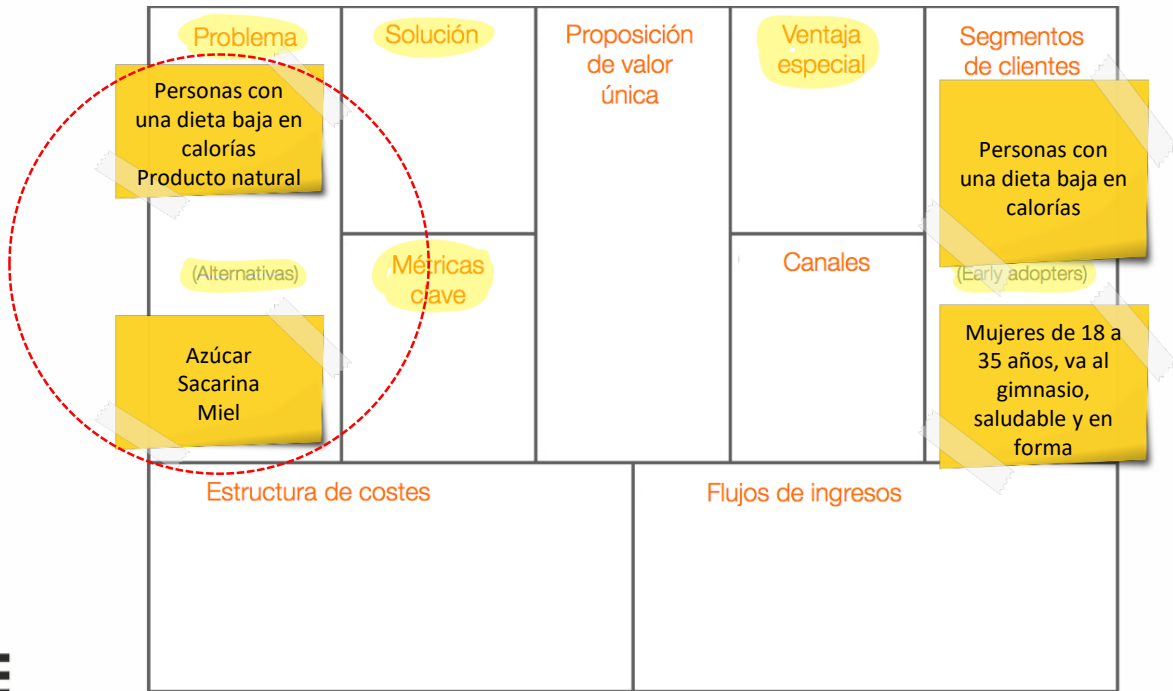
1. Segmento de clientes

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems	Top 3 features	Single, clear, compelling message that concisely yet effectively attracts attention	Can't be easily copied/imitated	Target customers
2 + alternatives	4 Key Metrics you measure	3	9 Channels Path to customer	1 + early adopters
Cost Structure	Customer Acquisition Costs Distribution Costs Rental, etc.	7	Revenue Streams	6





2. Problemas

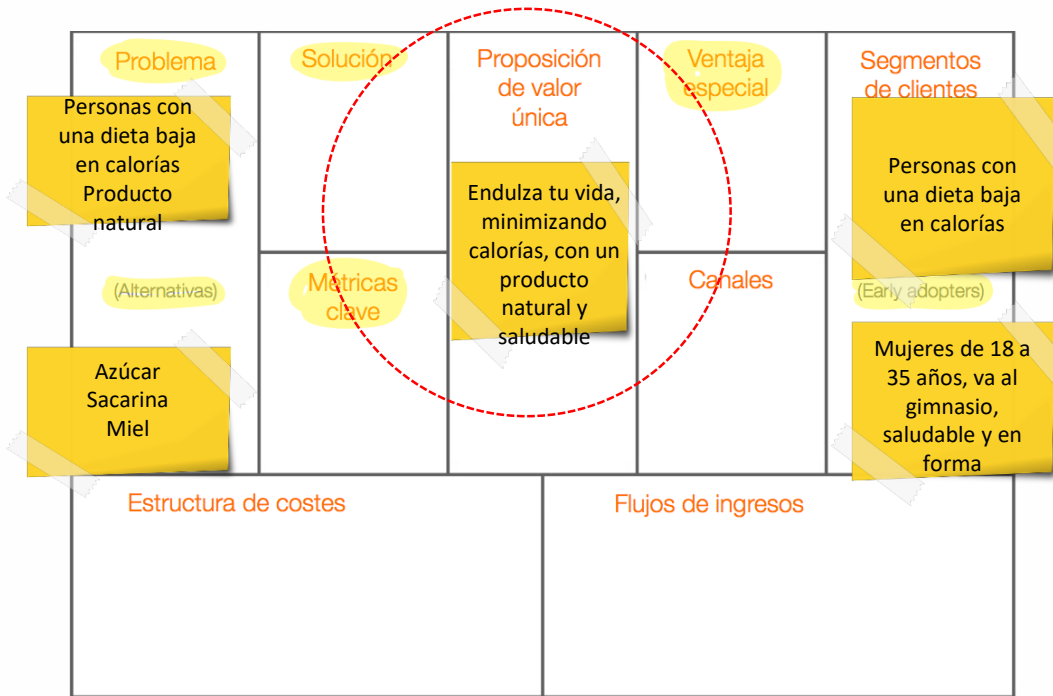


Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems	Top features	Single, clear, compelling message that conveys you are different and worth paying attention	Can't be easily copied/imitated	Target customers
2 - alternatives	4 Key Metrics How do you measure success	3	9 Channels Path to customers	1 -early adopters
Cost Structure Customer Acquisition Costs Distribution Costs Rental People, etc.	7	Revenue Streams Revenue Model Life Time Value Pricing Gross Margin	6	



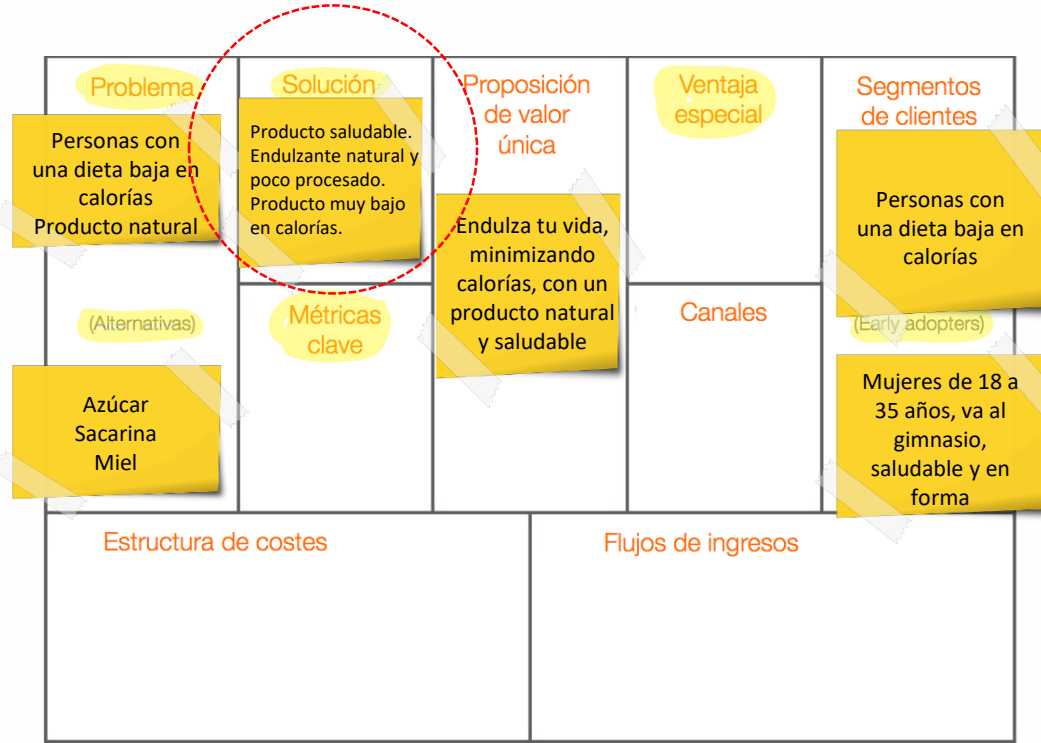
3. Propuesta única de valor

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems	Top 3 features	Single, clear, compelling message that concisely yet vividly and exactly says attention	Can't be easily copied/imitated	Target customers
2 + alternatives	4 Key Metrics 8	3	9 Channels 5 Push to customers	1 +early adopters
Cost Structure	Revenue Streams			
Customer Acquisition Costs Distribution Costs Rental People, etc.	7		Revenue Model Life Time Value Pricing Gross Margin	6





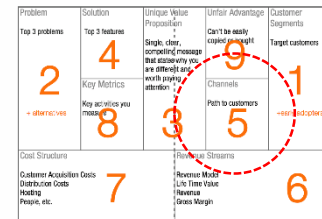
4. Solución



Problem Top 3 problems	Solution Top 3 features	Unique Value Proposition A 1-2 Single, clear, concrete message that captures you as a different and exciting proposition	Unfair Advantage Can't be easily copied/imitated	Customer Segments Target customers
2	4	3	9	1
+ alternatives	Key Metrics How do you measure success?	8	Channels Path to customers	5
Cost Structure Customer Acquisition Costs Distribution Costs Rental, People, etc.		7	Revenue Streams Revenue Model Unit Time Value Revenue Gross Margin	6



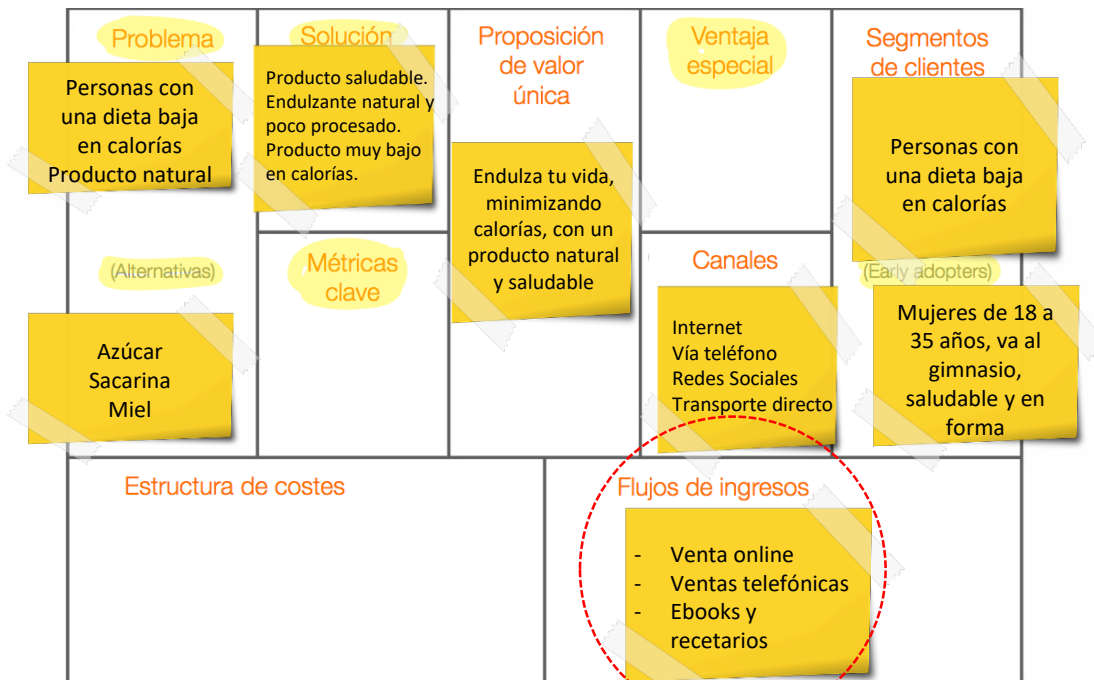
5. Canales





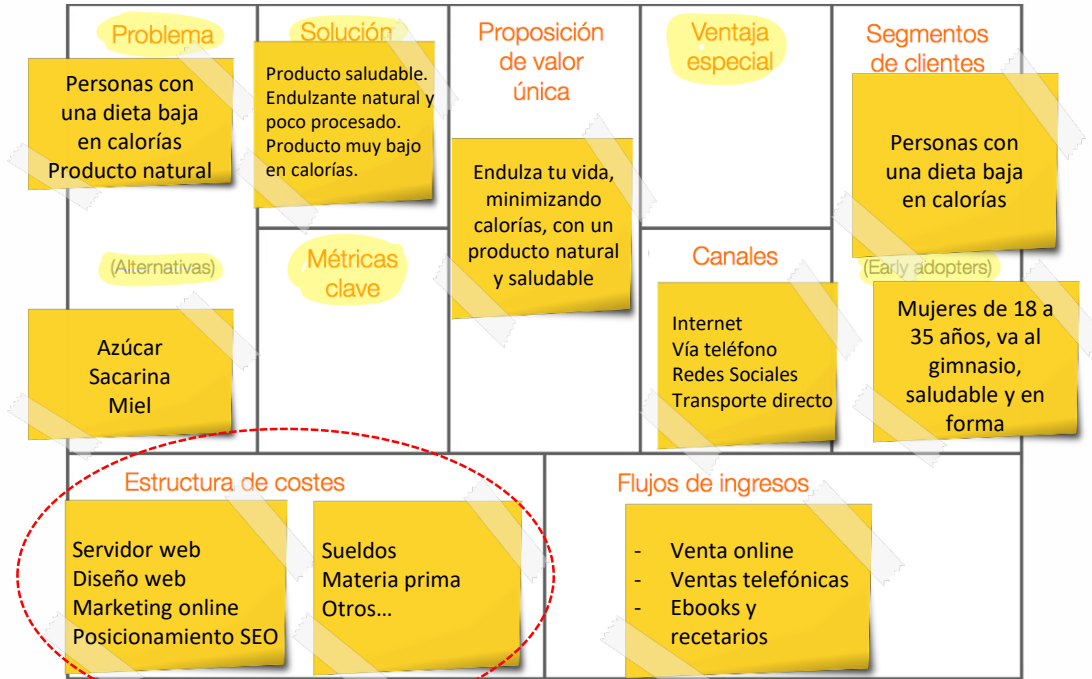
6. Flujos de ingreso

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems 2 + alternatives	Top 3 features 4 Key Metrics 8	Single, clear, compelling message that conveys you are different and worth paying attention 3	Can't be easily copied/imitated Channels Path to customers 5	Target customers 1 +early adopters
Cost Structure Customer Acquisition Costs Distribution Costs Rental, People, etc.	7	Revenue Streams Revenue Model Unit Time Value Revenue Gross Margin	6	





7. Estructura de costos



Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems	Top 3 features	Single, clear, compelling message that concisely yet vividly captures attention	Can't be easily copied/imitated	Target customers
2	4	Key Metrics you measure	Channels	1
+ alternative	8	3	Path to customers	+early adopters
Cost Structure	Customer Acquisition Costs Distribution Costs Marketing People, etc.	Revenue Streams	Revenue Model to Time Value Revenue Gross Margin	6
	7			



8. Métricas clave





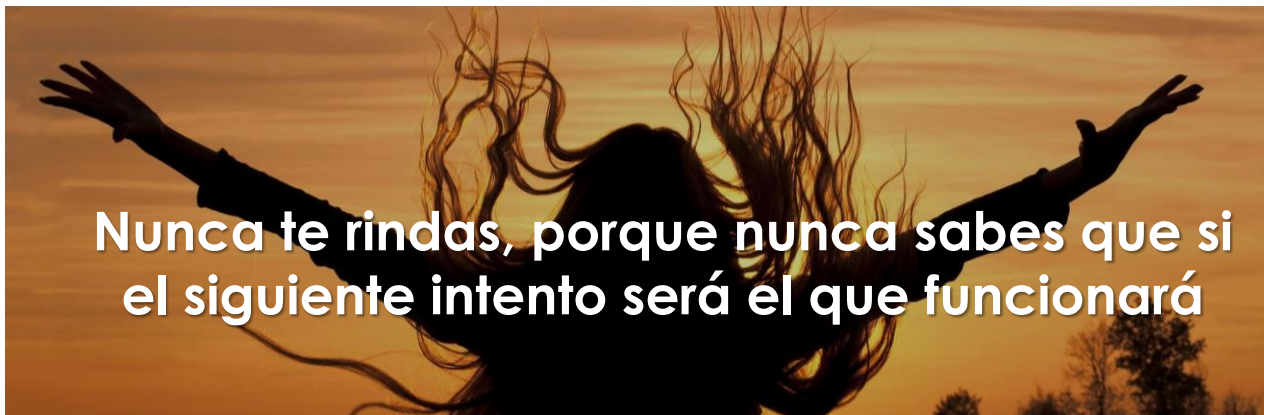
9. Ventaja especial o competitiva





Ejemplo lean canvas





Nunca te rindas, porque nunca sabes que si el siguiente intento será el que funcionará



¡Muchas gracias!

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