Hotspots
Encontre lugares e eventos
Feed
Check-in
Notificações
Perfil

Hotspots

Gustavo Calegari

Relevante

Rápido

Natural

“Uma instituição humana projetada para criar novos produtos e serviços sob condições de extrema incerteza”
Eric Ries

Como descobrir lugares interessantes para ir com os amigos, família, namorada(o).

ENDENT
MEAL
TIM
Mo
DAILY
irro
REAL NEWS... REAL ENTE
You Tube

1.556.627,5

Pesquisas mensais pelos termos: balada, bar, festa, shows, eventos

The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS:
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities

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

CATEGORIES
Production
Problem Solving
Platform/Network

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

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

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

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

Customer Segments

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

MAJOR MARKETS
Niche Market
Segmented
Diversified
Multi-sided Platform

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE:
Cost-Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value-Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING
List Price
Product feature dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING
Negotiation (bargaining)
Yield Management
Real-time-Market

www.businessmodelgeneration.com

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The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

Motivations for partnerships
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Amigos com contatos e empresas no ramo de entretenimento

Key Activities

Desenvolver a plataforma

Estabelecer parcerias com estabelicimentos

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?

Investimento de amigos e familiares

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

Characteristics
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Indicação de lugares relevantes para o usuário

Customer Relationships

What type of relationship does each of our Customer

App Store

Redes Sociais

Channels

Through which Channels do our Customer Segments want to be reached?

App Store

1. Awareness
How do we raise awareness about our company's products?
2. After sales

Landing Page

Customer Segments

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

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Adolescentes e jovens adultos 15-30 anos

Cost Structure

What are the most important costs inherent
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Is your business more value-driven (focused on value creation, premium value proposition, etc.) or cost-driven (focused on cost minimization, low price value proposition, etc.)?

Sample characteristics
Fixed costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Desenvolvimento e Servidores

Revenue Streams

For what value are our customers really willing
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contrib

Types
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

Fixed Pricing
List Price
Product feature dependent
Customer segment dependent
Volume dependent

Venda de espaço para anunciantes

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Dados Pessoais

Nome

Nº

Idade

Sexo

Relacionamento

Ocupação

E-mail

Sugestões

1. _____
2. _____
3. _____

1. _____
2. _____
3. _____

1. _____
2. _____
3. _____

1. _____
2. _____
3. _____

1. _____

Perfil

Com que frequência costuma frequentar bares/ baladas/restaurantes/festas/etc no mês?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5+

Que tipo de lugar você frequenta mais? (bar, pub, casa noturna, restaurante, etc).

_____ , _____ , _____

Quando você sai, você sai para... ? (dançar, namorar, paquerar, comer, beber, etc).

_____ , _____ , _____

Organize na ordem de com quem você sai mais: amigos; em casal; família; ou colegas de trabalho

_____ , _____ , _____

Quando você sai, quanto você costuma gastar, aproximadamente?

$	$$	$$$	$$$$	$$$$$
0-15	15-30	30-50	50-75	75 +

1º MVP

Os entrevistados preferem opções já conhecidas às novas

Indicações de amigos têm mais peso do que indicações de guias e sites

A menos que o usuário atualize seu perfil, as indicações dadas pelo serviço seriam sempre as mesmas

1º MVP

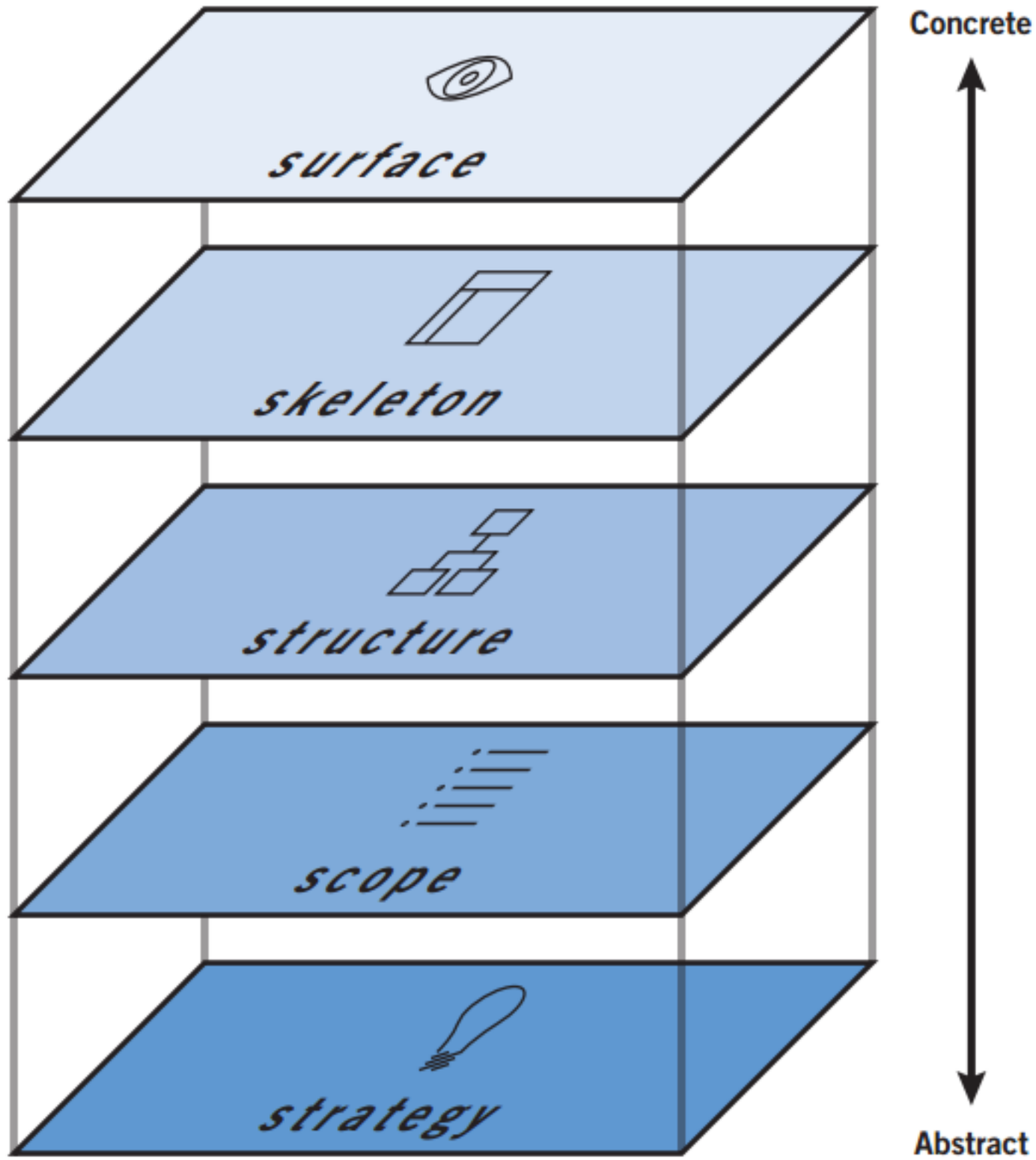
Indicar lugares interessantes para sair com amigos, família, namorada(o), baseado no apelo do local em determinado momento.

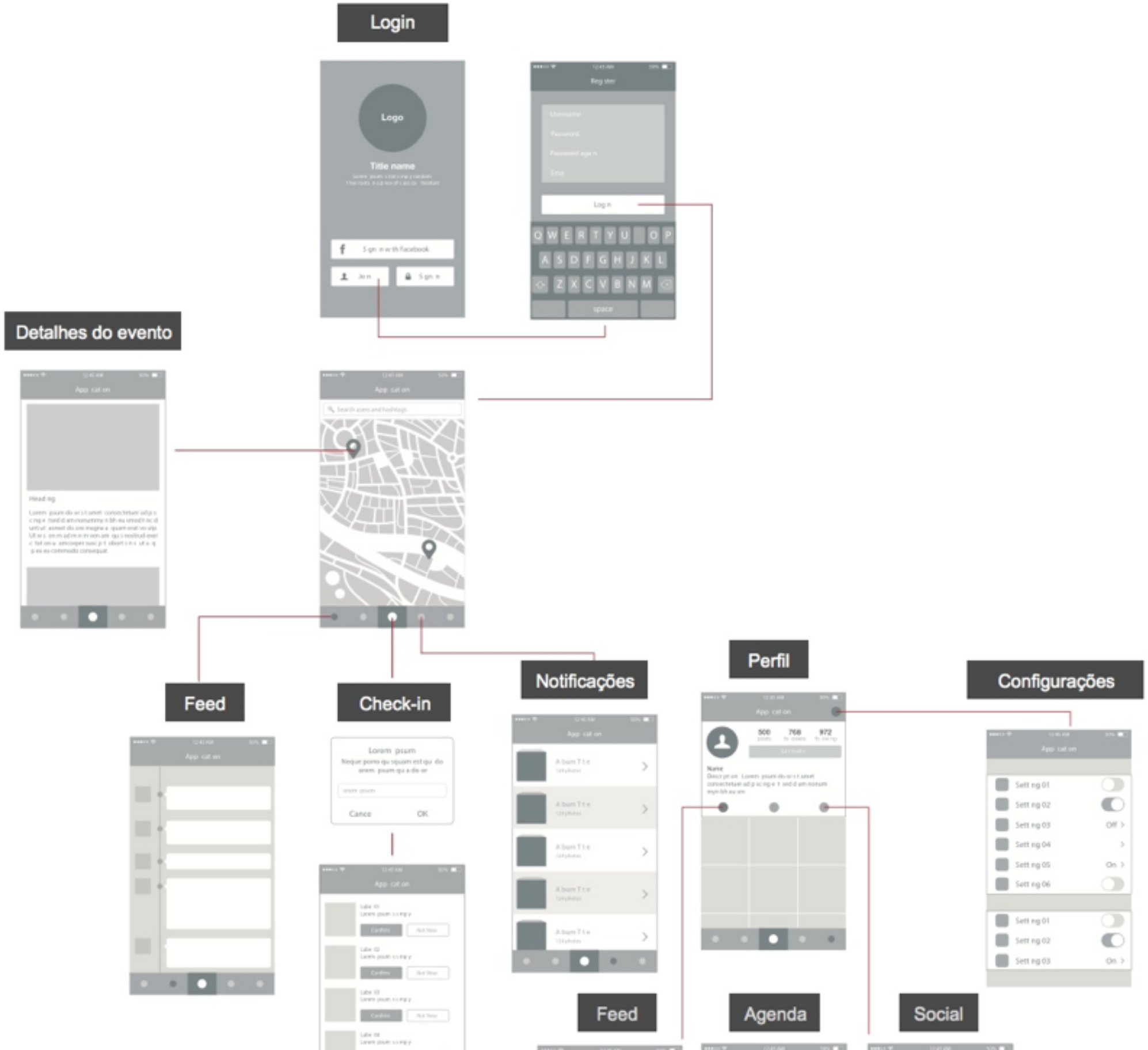
HOTSPOTS mostra, em **tempo real**, onde estão as melhores **festas** da cidade!

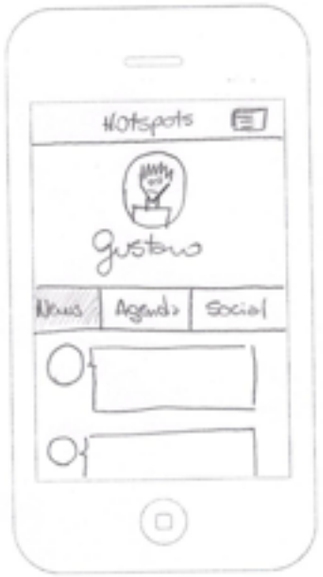
Descubra os melhores bares, shows e baladas, **na opinião de quem está lá!**

Quero um convite!

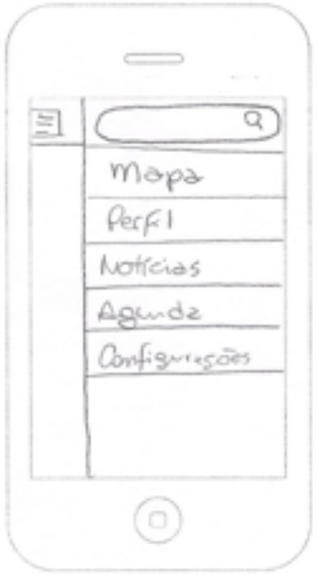
Espalhe a notícia: Like 3.1k Tweet 47


Concrete
surface
skeleton
structure
scope
strategy
Abstract


Login
Logo
Title name
Sign in with facebook
Join
Sign in
Register
Username
Password
Password again
Email
Log in
Q W E R T Y U O P
A S D F G H J K L
Z X C V B N M
space
Detalhes do evento
App cat on
Head ng
Feed
Check-in
Lorem psum
Cance
OK
Notificações
Perfil
500
768
972
Name
Configurações
Sett ng 01
Sett ng 02
Sett ng 03
Sett ng 04
Sett ng 05
Sett ng 06
Off
On
Feed
Agenda
Social


Hotspots
Gustavo
News
Agenda
Social

Hotspots

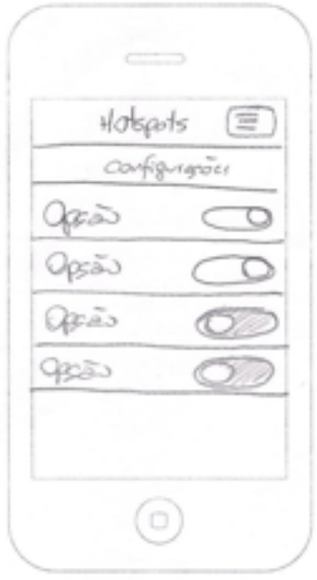

Mapa
Perfil
Notícias
Agenda
Configurações

Hotspots
Gustavo
News
Agenda
Social
Março

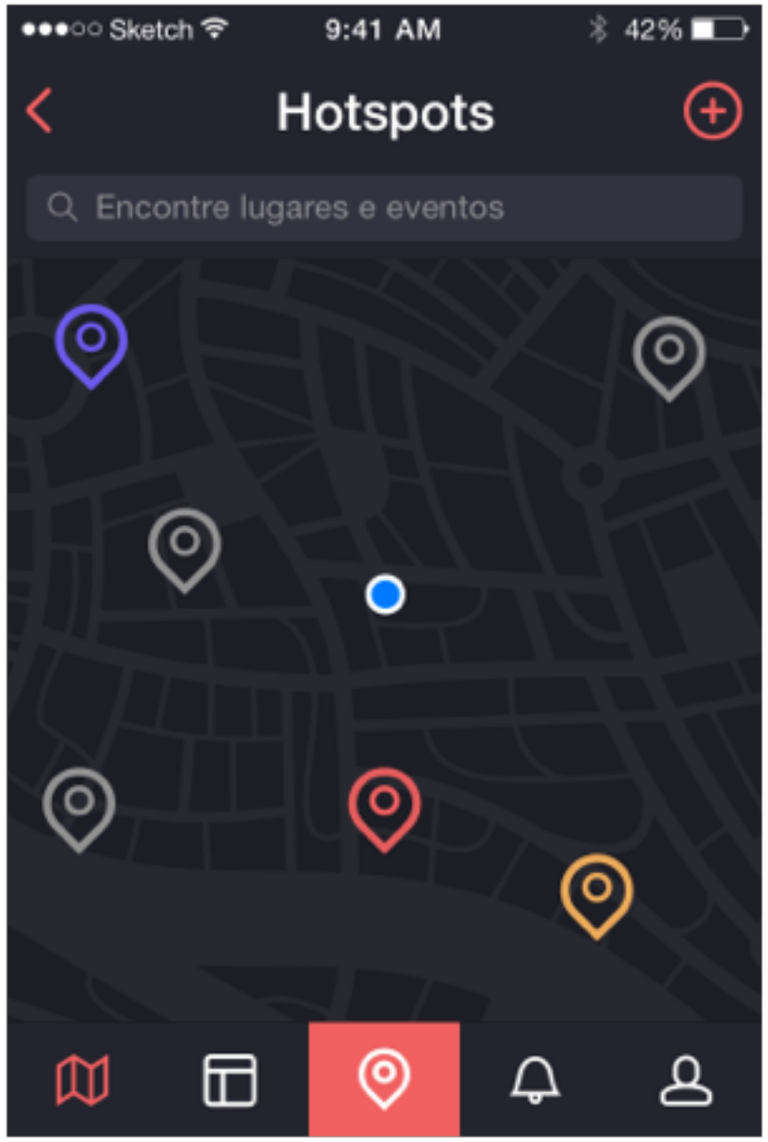
Hotspots
check-in
Bar Um
Bar Dois
Bar três

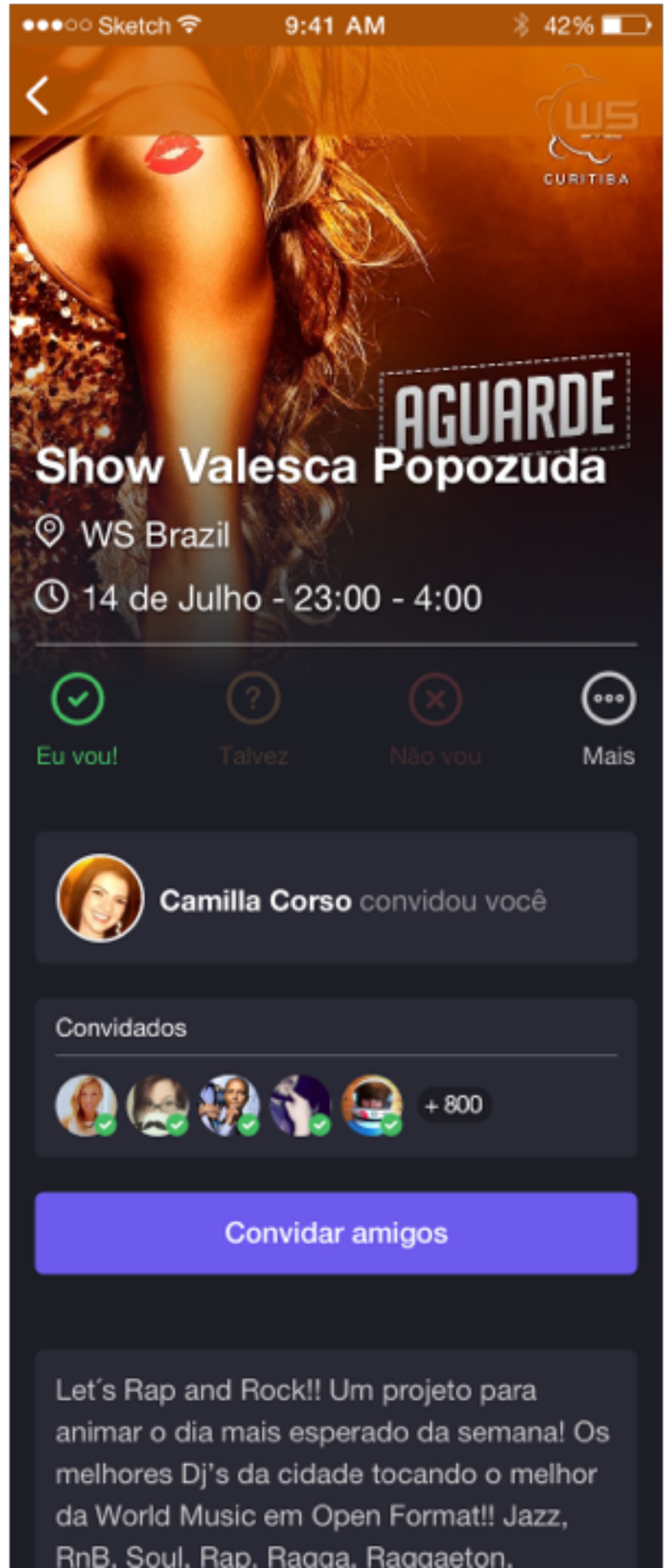
Hotspots
Festa no Apê
20 de março
bar do João
Sim
Não
talvez

Hotspots
entrar c/ facebook
ou
email
Senha


Hotspots
configurações
Opção
Opção
Opção
Opção

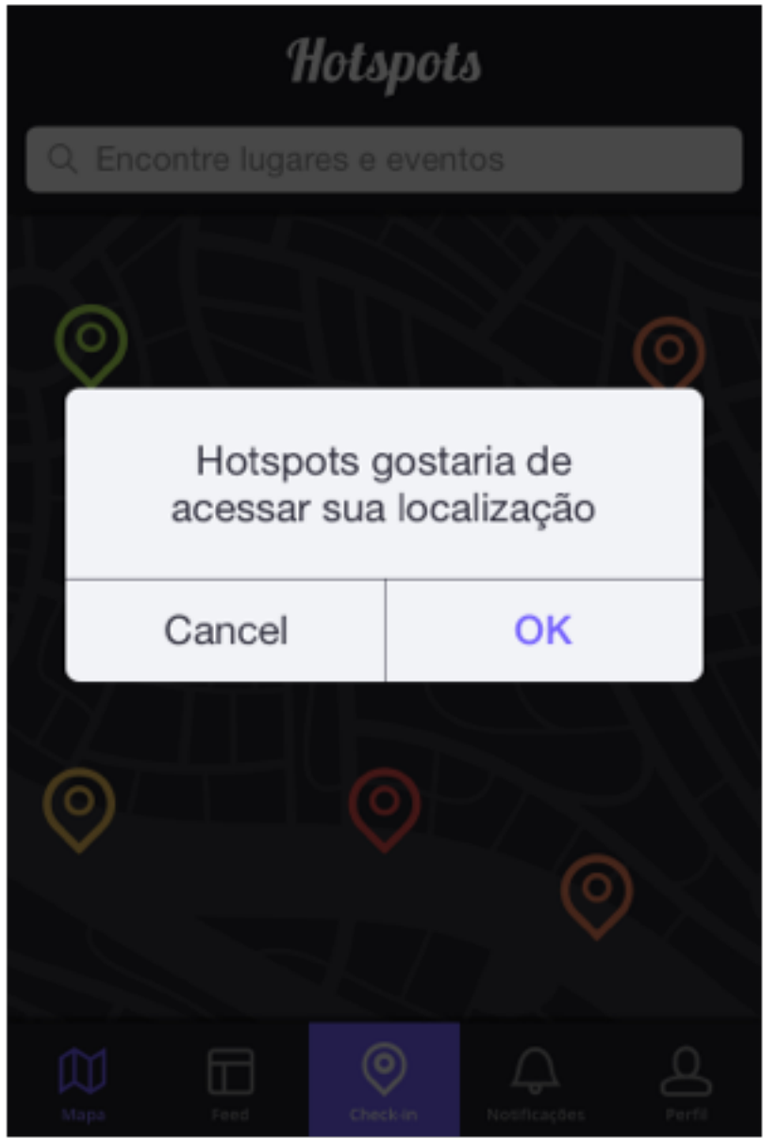
Hotspots

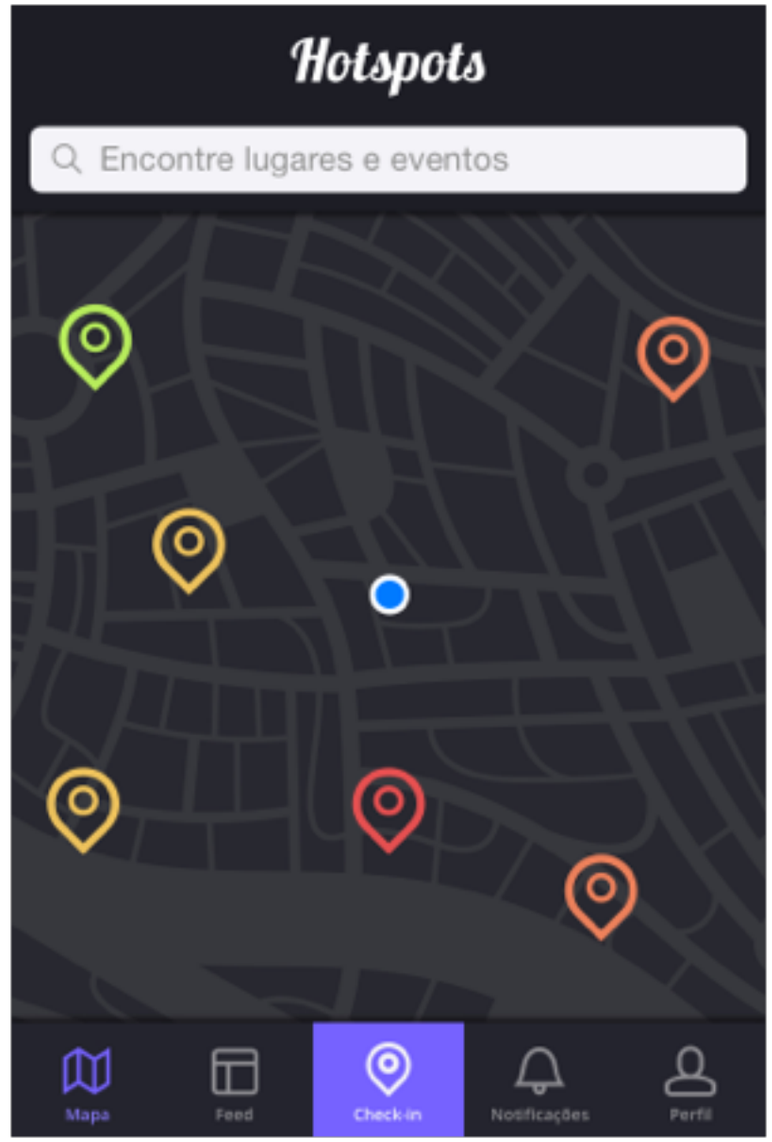

Sketch
9:41 AM
42%
Hotspots
Encontre lugares e eventos

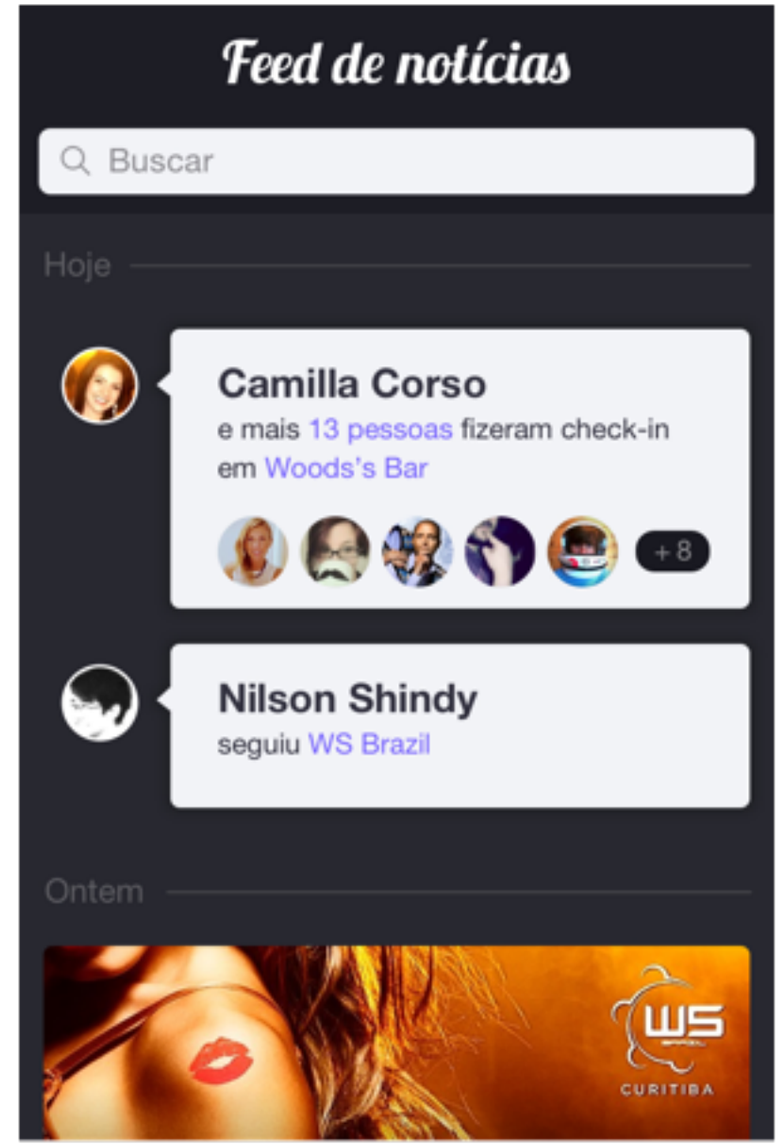

Sketch
9:41 AM
42%
CURITIBA
AGUARDE
Show Valesca Popozuda
WS Brazil
14 de Julho - 23:00 - 4:00
Eu vou!
Talvez
Não vou
Mais
Camilla Corso convidou você
Convidados
+ 800
Convidar amigos
Let´s Rap and Rock!! Um projeto para animar o dia mais esperado da semana! Os melhores Dj's da cidade tocando o melhor da World Music em Open Format!! Jazz, RnB, Soul, Rap, Ragga, Raggaeton,

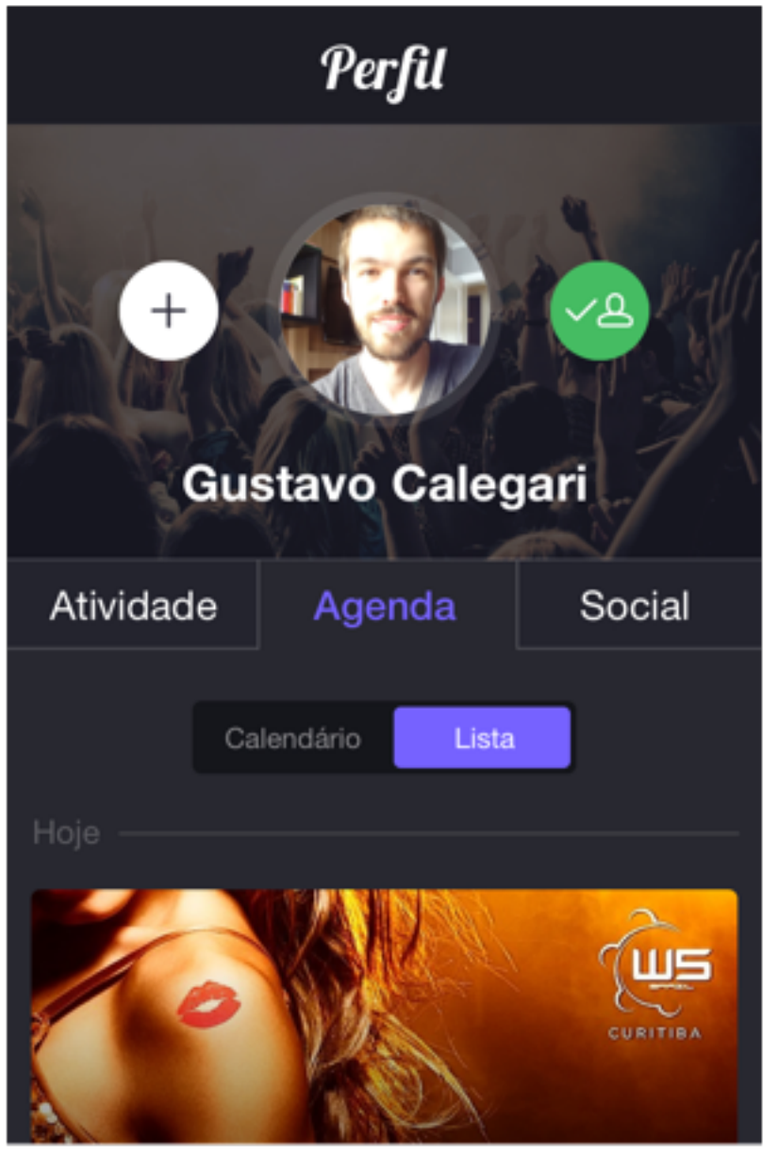
Sketch
9:41 AM
42%
Perfil
Gustavo Calegari
Atividade
Agenda
Social
Calendário
Lista
Hoje
CURITIBA
Show Valesca Popozuda
WS Brazil
14 de Julho - 23:00 - 4:00
AGUARDE
+ 8
Show MC Guime
WS Brazil
14 de Julho - 23:00 - 4:00
+ 8

Número do participante	**1**	**2**	**3**	**4**	**5**	**6**	**Média**
Informações							
Sexo	M	F	F	M	F	F	2M, 4F
Idade	21	23	23	24	22	21	22,3
Anos de faculdade	3	4	4	4	3	2	3,3
Familiaridade com redes sociais	Não	Sim	Sim	Sim	Sim	Sim	1N, 4S
Tarefas							
Identificar evento mais popular	2	1	1	1	1	1	1,17
Identificar próximo evento ao qual foi convidado	**3**	**3**	**3**	**3**	**2**	**3**	2,83
Confirmar presença em um evento	2	1	1	1	1	1	1,17
Fazer check-in em um local	**3**	2	1	2	2	2	2,00
Convidar amigo para evento	1	1	1	1	1	1	1,00
Ativar notificações do sistema	**3**	2	2	3	3	2	2,5

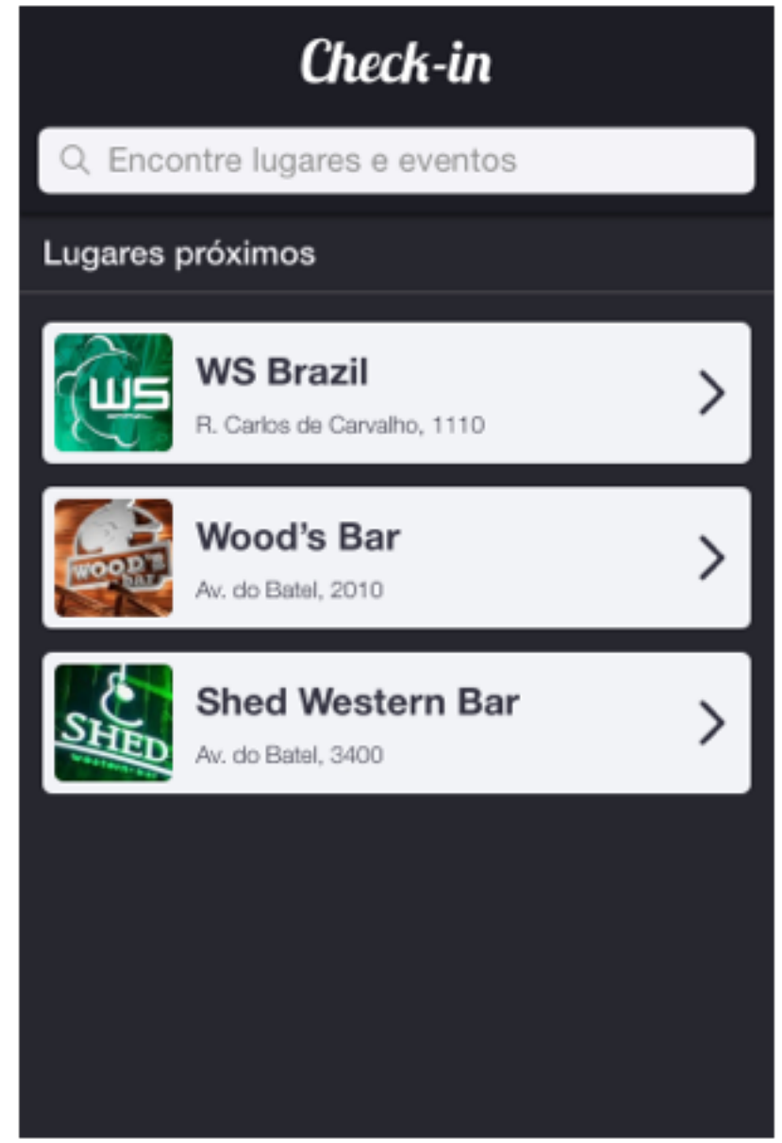

Hotspots
Encontre lugares e eventos
Hotspots gostaria de acessar sua localização
Cancel
OK
Mapa
Feed
Check-in
Notificações
Perfil


Hotspots
Encontre lugares e eventos
Mapa
Feed
Check-in
Notificações
Perfil


Feed de notícias
Buscar
Hoje
Camilla Corso
e mais 13 pessoas fizeram check-in em Woods's Bar
+8
Nilson Shindy
seguiu WS Brazil
Ontem
WS
CURITIBA


Perfil
Gustavo Calegari
Atividade
Agenda
Social
Calendário
Lista
Hoje
CURITIBA

Evento
CURITIBA
AGUARDE
Show Valesca Popozuda
WS Brazil
14 de Julho - 23:00 - 4:00
Eu vou!
Talvez
Não vou
Mais
Camilla Corso convidou você


Check-in
Encontre lugares e eventos
Lugares próximos
WS Brazil
R. Carlos de Carvalho, 1110
Wood's Bar
Av. do Batel, 2010
Shed Western Bar
Av. do Batel, 3400

Obrigado

Gustavo Calegari