L’ALGORITMO

Brevettato l’algoritmo
“Meet with customers before you have a product.”
“Sell before you have a product.”
LA SCOMMESSA
IL RISULTATO

7787 utenti lo hanno utilizzato
4 minuti invece di 50
12 utenti in sala invece di 38
“You can't build a reputation on what you are going to do.”

Henry Ford
"Startup is 10% idea, 90% execution"
"Whatever you think ... Think bigger." (Tony Hsieh)
...and act smaller
"The best preparation for good work tomorrow ...
...is to do good work today" (Elbert Hubbard)
When men speak of the future...
...the Gods laugh (Chinese Proverb)
"I have not failed. I’ve just found 10,000 ways that don’t work." (Thomas Edison)

"Success consists of going from failure to failure without loss of enthusiasm. “ (Wiston Churcill)
EXECUTION

'08

'09

Google
The Business Model Canvas

Key Partners
Who are our Key Partners?
Who are our Key Suppliers?
Who are our key customers?
What do key customers expect from our partners?
What Key Activities do our partners perform?

Key Activities
What are the Key Activities we perform?
What are the Key Activities our customers perform?
What are the Key Activities our suppliers perform?
What Key Activities do our customers receive?

Value Propositions
What value do we deliver to the customers?
What are the Key Activities our customers perform?
What do our customers expect from our suppliers?
What value do our customers receive from our partners?

Customer Relationships
What type of relationship does each of our Customer Segments expect us to establish and maintain?
What type of relationship do our partners expect us to establish and maintain?
What type of relationship do our suppliers expect us to establish and maintain?
What type of relationship do our stakeholders expect us to establish and maintain?

Customer Segments
Which Customer Segments are most important to our business?
Which Customer Segments are most important to our partners?
Which Customer Segments are most important to our suppliers?
Which Customer Segments are most important to our stakeholders?

Key Resources
What Key Resources do our Value Propositions require?
What Key Resources do our Key Activities require?
What Key Resources do our Key Partners require?
What Key Resources do our Key Suppliers require?

Key Activities
What are the Key Activities we perform?
What are the Key Activities our customers perform?
What are the Key Activities our suppliers perform?
What Key Activities do our customers receive?

Value Propositions
What value do we deliver to the customers?
What are the Key Activities our customers perform?
What do our customers expect from our suppliers?
What value do our customers receive from our partners?

Customer Relationships
What type of relationship does each of our Customer Segments expect us to establish and maintain?
What type of relationship do our partners expect us to establish and maintain?
What type of relationship do our suppliers expect us to establish and maintain?
What type of relationship do our stakeholders expect us to establish and maintain?

Customer Segments
Which Customer Segments are most important to our business?
Which Customer Segments are most important to our partners?
Which Customer Segments are most important to our suppliers?
Which Customer Segments are most important to our stakeholders?

Cost Structure
What are the most important costs in our business model?
What Key Resources are not expensive?
What Key Resources are not expensive?
What Key Resources are not expensive?

Revenue Streams
For what products or services are we selling our products?
For what products or services are we selling our services?
For what products or services are we selling our resources?
For what products or services are we selling our partners?

Channels
Through which Channels do we sell our products?
What are our customers’ main channels?
What are our suppliers’ main channels?
What are our stakeholders’ main channels?

www.businessmodelgeneration.com
“If you want to go fast, go alone
If you want to go far, go together”

African Proverb
Consegnare Uqido a tutti gli Ospedali di Padova
TODAY

Consegnare Enbage alle Attività Commerciali
Le diverse attività possono essere ideate dai Creativi Enbage o da Agenzie Creative e tutte possono essere implementate attraverso i moduli Engagement di Enbage, anche su strumenti già attivi (siti web, pagine social ufficiali, strumenti di marketing tradizionale, ecc...).

**Attività Enbage #1**
Squilla & Vinci
Nome: Mario
Cognome: Rossi
Numero di telefono: +3932818xxx56

**Attività Enbage #2**
SMS & Vinci
Acquista: Coca Cola 0,75L
Luogo contatto: Despar Via Roma PD
Interessi: Mondiali 2014

**Attività Enbage #3**
Contest Fotografico
Acquista: Coca Cola 0,5L
Device: iPhone 4S
Interessi: Beach Volley
Email: mario.rossi@gmail.com
Luogo contatto: Concerto Vasco
Profilo Social: mario.rossi

**Attività Enbage #4**
Caccia al Tesoro Social
Email: mario.rossi@gmail.com
Luogo contatto: Concerto Vasco
Profilo Social: mario.rossi
La piattaforma è dotata di una dashboard che consente la visualizzazione in tempo reale dell’andamento della specifica campagna, fornendo una serie di informazioni utili a misurare l’efficacia dell’azione in corso e ad analizzare il comportamento del target per la definizione di future operazioni.
Consegnare Enbage a India & UK
“If you are not working on your best idea right now, you’re doing it wrong.”
(David Hansson [RAILS])

“A Journey of thousand miles begins with one step”
Lao Tzu
GRAZIE

“Stay ANGRY, stay BIRDS”

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