

nudge

FREE → - Ads
- Freemium
- Brit & Hook



multi-sided platform = interdependent CS

Cost-driven vs. value-driven

- fixed costs
- variable costs
- economies of scale
- economies of scope

Razvoj poslovnog modela

- Channel Phases
- 1 Awareness
 - 2 Eval (on VP)
 - 3 Trial
 - 4 Adoption
 - 5 After Sales

- diff tiers of pricing
- OR price percent + usage fees
- OR free for orgs + charge indivis
- OR variable pricing based on volume (of ppl + SMS)

You're holding a handbook and challengers striving and design tomorrow's


Business Model Generation

WRITTEN BY Alexander Osterwalder
CO-CREATED BY An amazing crowd of 47
DESIGNED BY Alan Smith, The Move



Predstavite kolegu posred sebe:

- Ime
- Šta radi
- Koja mu je poslovna ideja
- Šta ga raduje/izluđuje u životu
- Šta očekuje od ovog treninga
-

A black and white photograph of a hand holding a grey rectangular card. The hand is on the left side of the frame, with fingers gripping the top and bottom edges of the card. The card is positioned horizontally and contains text in a sans-serif font. The background is plain white.

**Univerzitet u Novom Sadu
Fakultet tehničkih nauka
Takmičenje za najbolju tehnološku inovaciju u Srbiji**

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UNESCO Katedra za studije preduzetništva
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1

Ni jedan biznis plan ne preživi kontakt sa KUPCEM!

2

Preživi samo POSLOVNI MODEL

3

Razmišljajte o alternativnim mogućnostima

4

Vaša poslovna ideja je samo skup hipoteza

5

Nemojte da gradite kompaniju dok ne potvrdite poslovni model

Kako da obezbedite uspeh za vaš Start-Up





Šta je to što čini uspešan start-up

NEW WAYS TO MANAGE RISK | INSIDE THE LATEST SBA CONTROVERSY

Entrepreneur®

NOVEMBER 2008 | ENTREPRENEUR.COM



Being
Za početak je to brilijantan osnivač
poput...
Branson



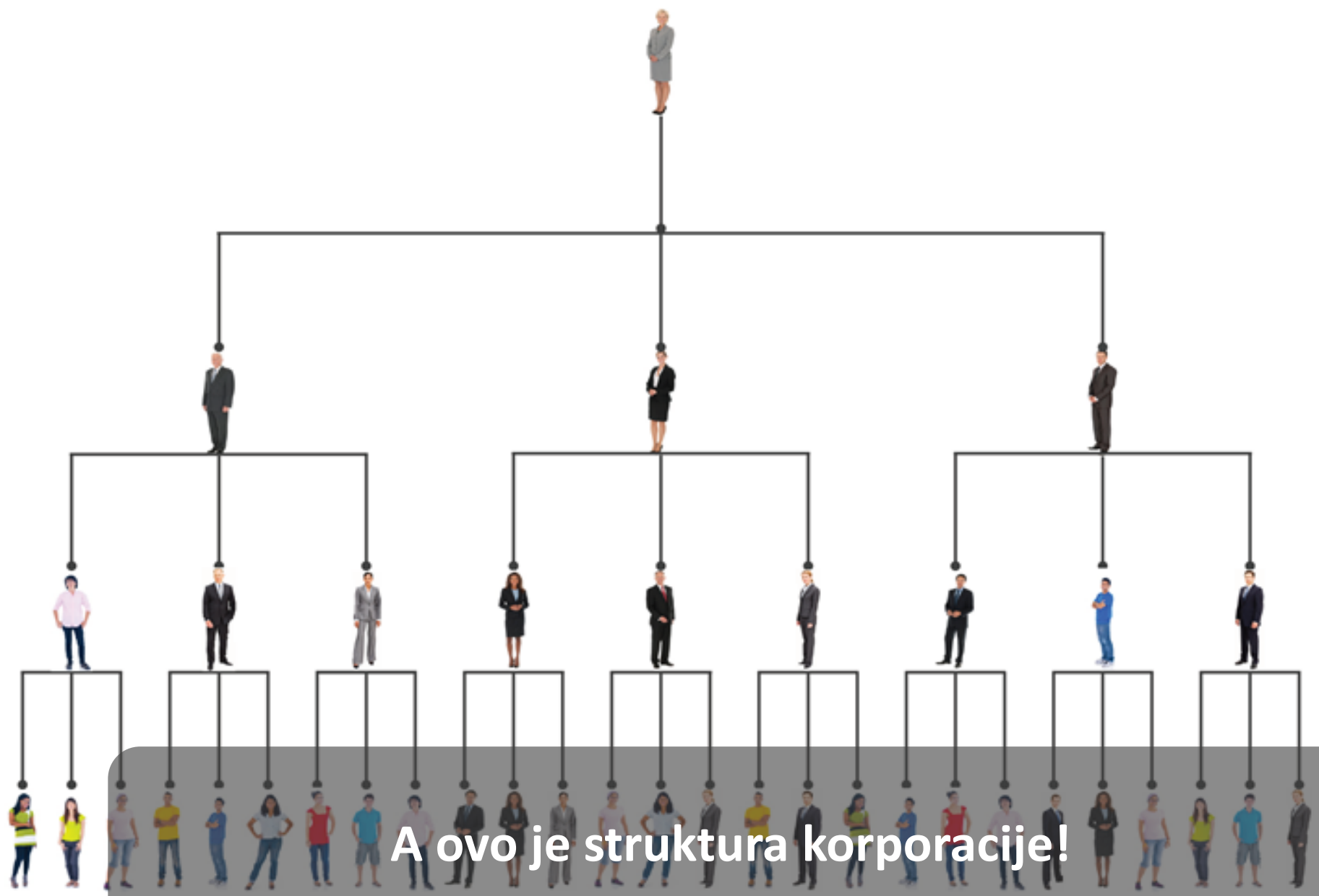
Ali i on je nekada krenuo od nule...

1

*Ni jedan
poslovni plan
ne preživi
prvi kontakt
sa **kupcem***



Ovako verovatno izgleda vaš tim!



A ovo je struktura korporacije!



Vaš zadatak nije da pravite korporaciju!





Držanje planskog dokumenta ima smisla ukoliko poznajete budućnost, a to nije slučaj sa start-up.

Planovi propadaju kada su u pitanju start-ups.



2

Preživi samo

POSLOVNI

MODEL

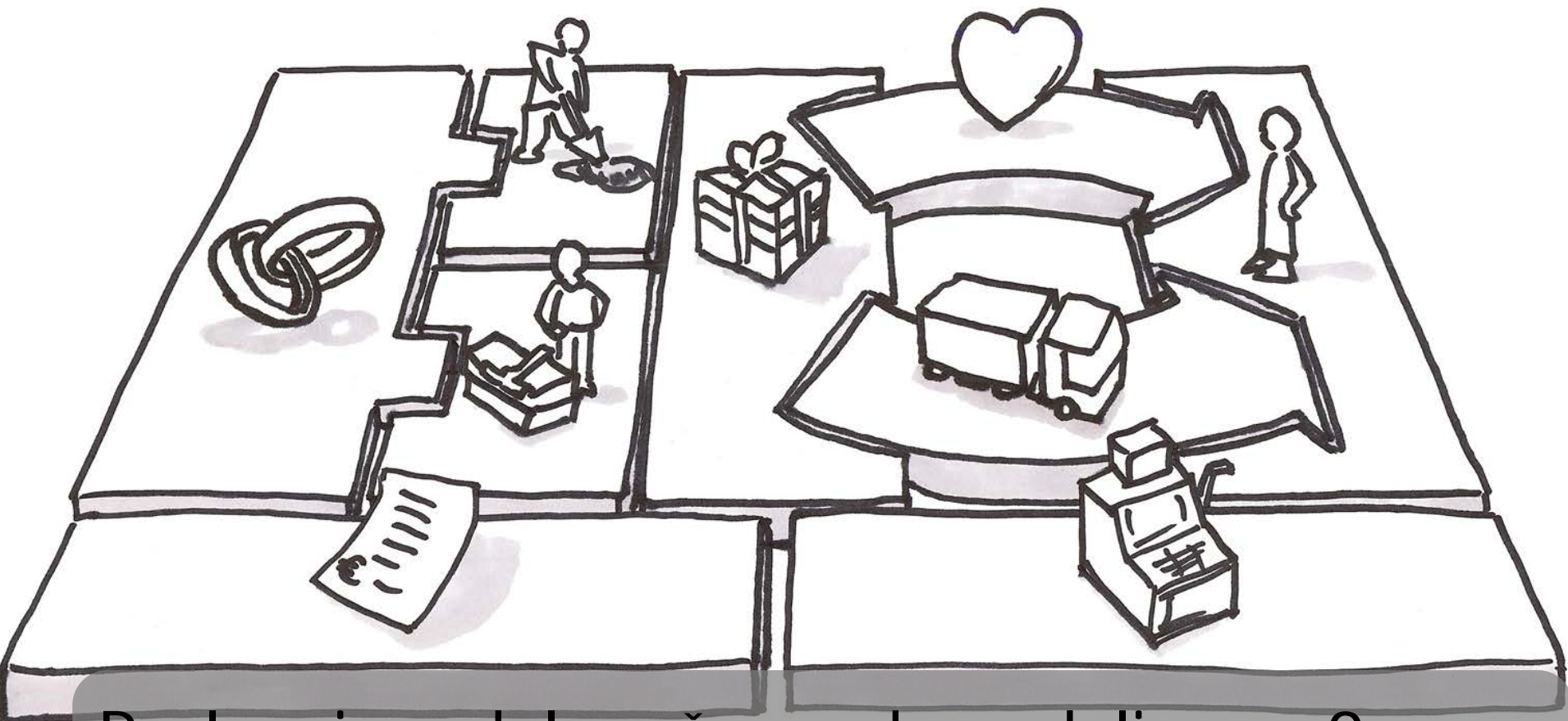
THE VITAL PART OF A
CONSIDERATION

11. **DEFINITION.**—A contract which induces a party to perform a duty. It is the substance of the contract inducing the parties to perform a duty.

SUFFICIENT



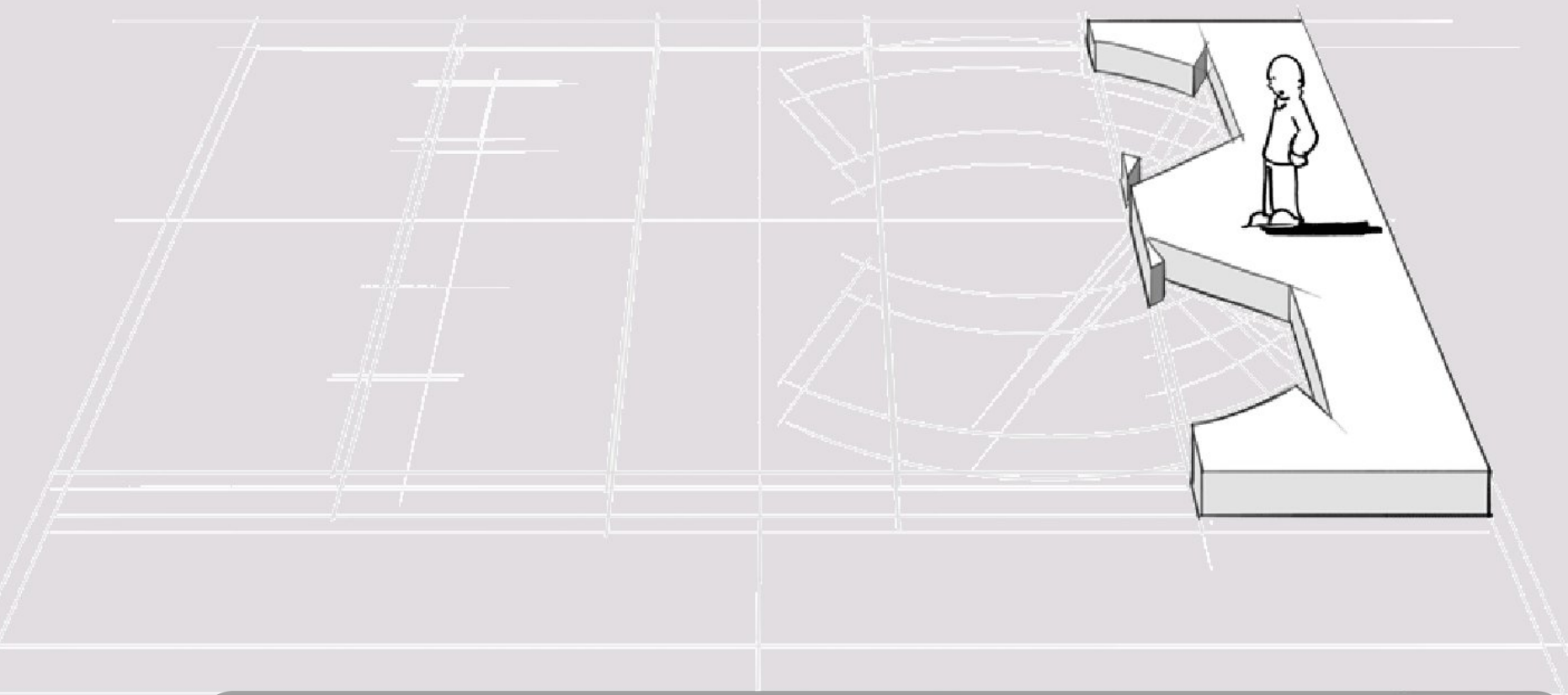
“Poslovni model opisuje na racionalan način kako organizacija stvara i isporučuje vrednost”



Poslovni model možemo da podelimo u 9 ključnih elemenata:



SEGMENT KUPACA

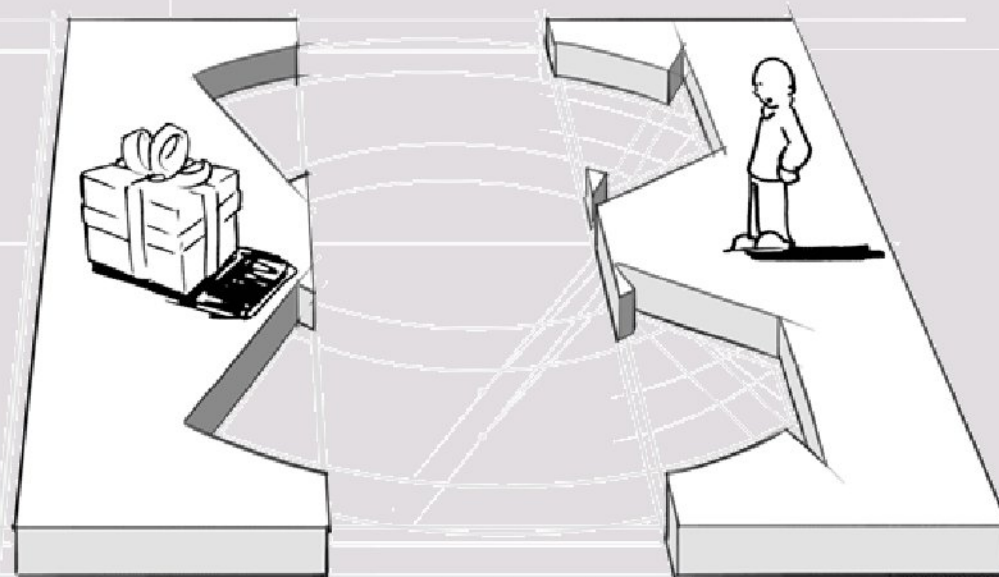


Za koga kreirate vrednost?
Ko su Vaši najvažniji kupci?

Više startup **kompanija**
propadne zbog nedostatka
kupaca nego zbog greške u
razvoju proizvoda.



PREDLOŽENA VREDNOST



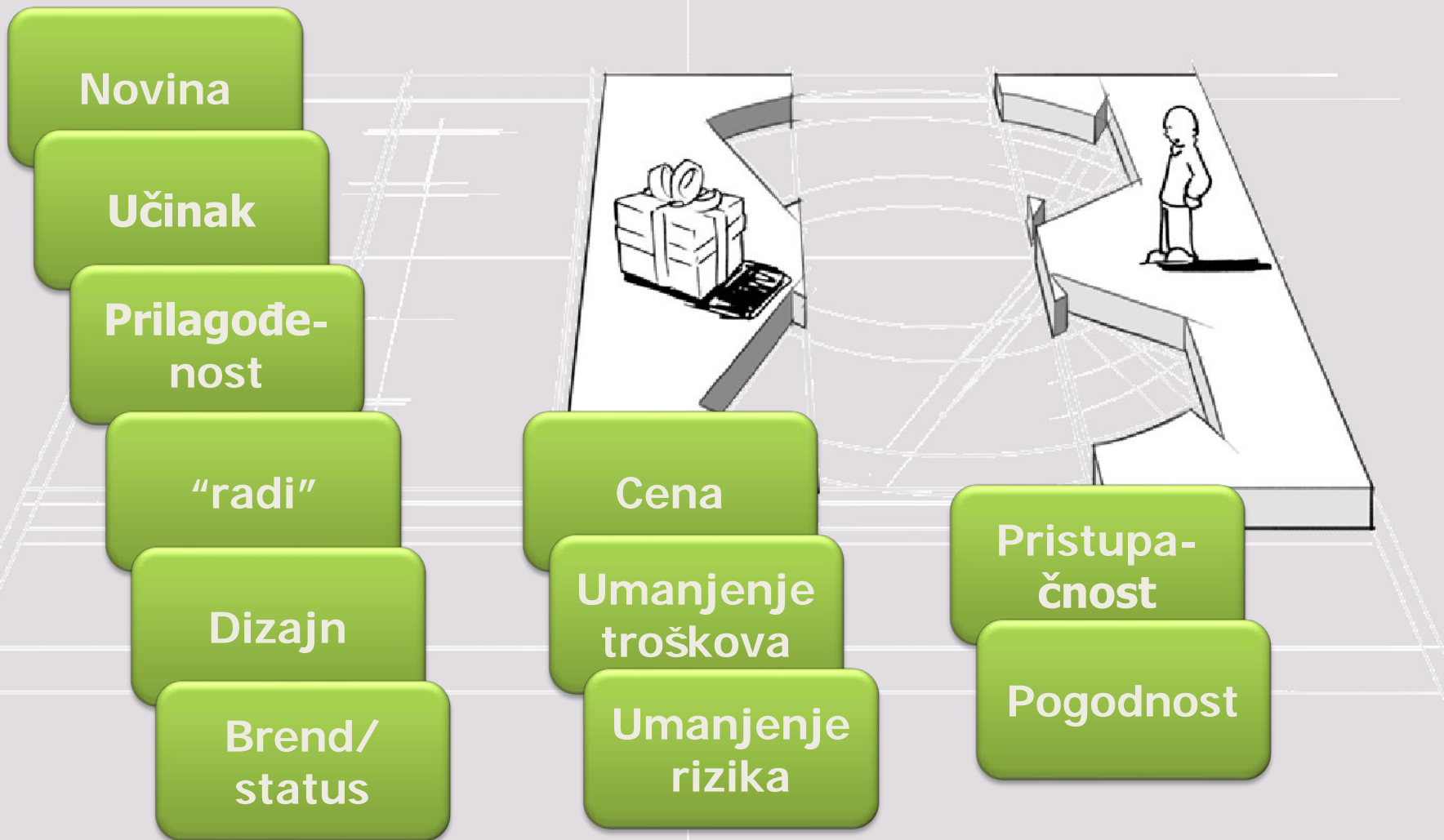
Koju **vrednost** donosite Vašem kupcu?

Koji **problem** rešavate?

Koje proizvode/usluge nudite kom segmentu?



PREDLOŽENA VREDNOST



Da li znate ko su vaši

Korisnici



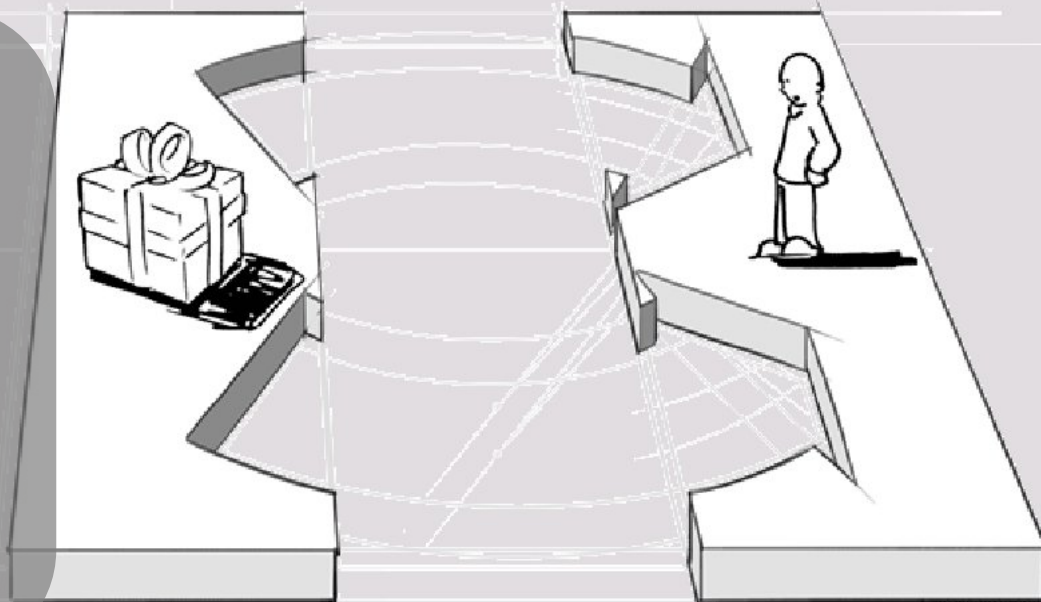
Kupci



Za svaki segment kupaca

Potrebno je definisati:

- Predloženu vrednost;
- Model prihoda
- Kanale, odnose sa kupcima

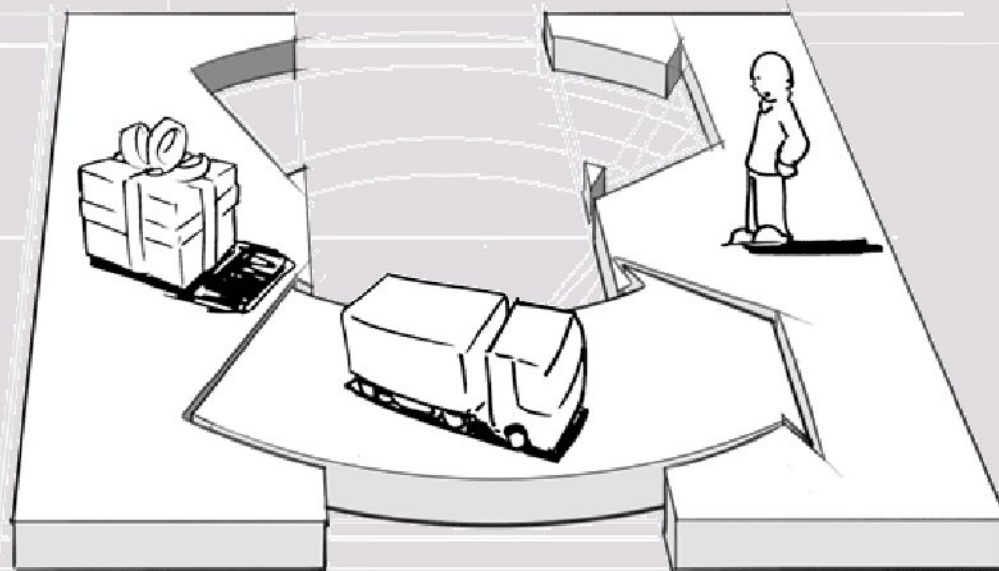


Product/Market Fit

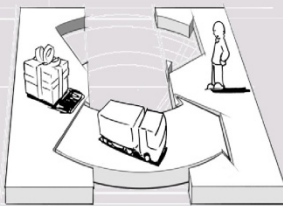
A 3D illustration featuring a white, stylized human figure in the foreground, reaching up to place a large, vibrant red puzzle piece into a larger, grey puzzle structure. The puzzle pieces are interlocking and have a slight shadow, giving them a three-dimensional appearance. The background is plain white.

Da li predložena vrednost i vaš MVP odgovaraju vašem ciljnom segmentu?

KANALI



Na koji način svaki segment želi da im proizvod bude isporučen?
Koji se pokazao kao najbolji?
Koji je najskuplji?
Koliko su usklađeni sa navikama kupaca?



KANALI

VRSTA

FAZE

SAMOSTALNO

DIREKTNO

OD KUĆE

WEB

RADNJA

PARTNERSKA

VELEPRODAJA

INDIREKTNO

SAZNA-
NJE

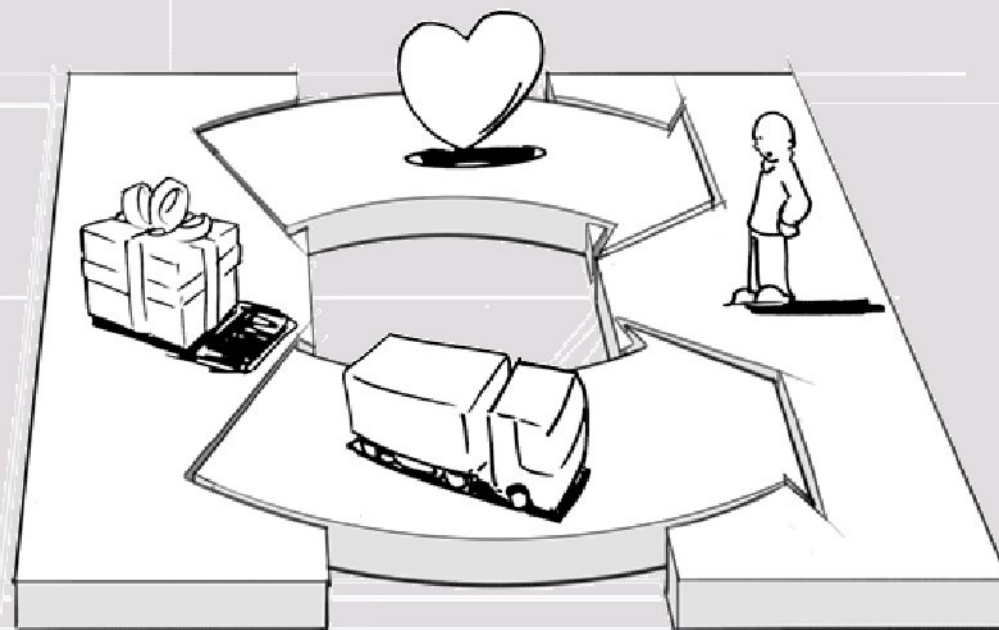
VREDNO-
VANJE

KUPO-
VINA

ISPO-
RUKA

POST
PRO-
DAJNE
USLUGE

ODNOSI SA KUPCIMA



Na koji način osvajate, zadržavate i razvijate vaše kupce?

ODNOSI SA KUPCIMA

Lična
podrška

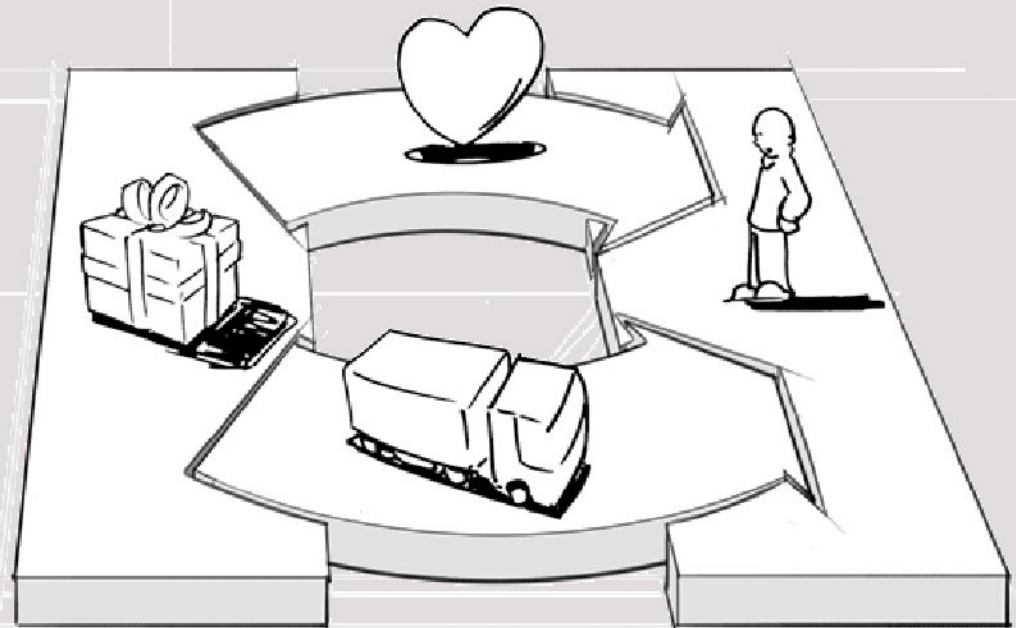
Posvećena
lična
podrška

Samo-
usluga

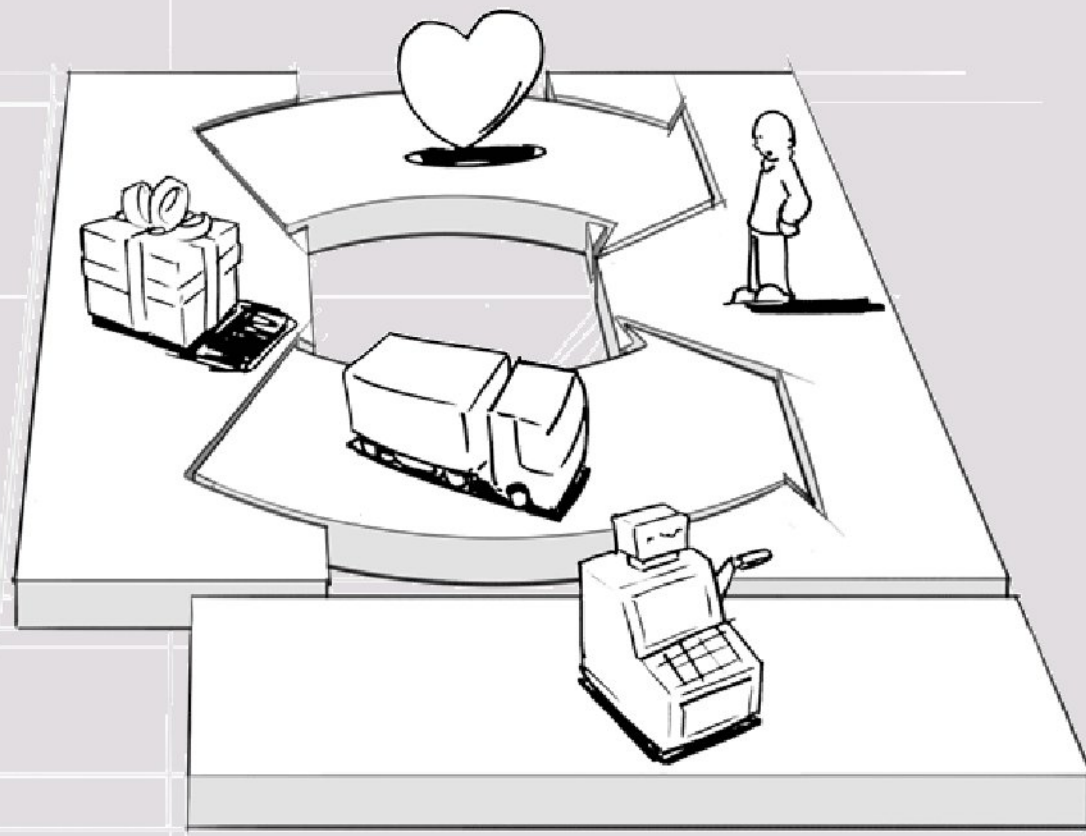
Automati-
zovana
usluga

Zajednice

Zajedničko
stvaranje
vrednosti



TOKOVI PRIHODA



Na koji način generišete prihod?

TOKOVI PRIHODA

Prodaja
(prenos
vlasništva)

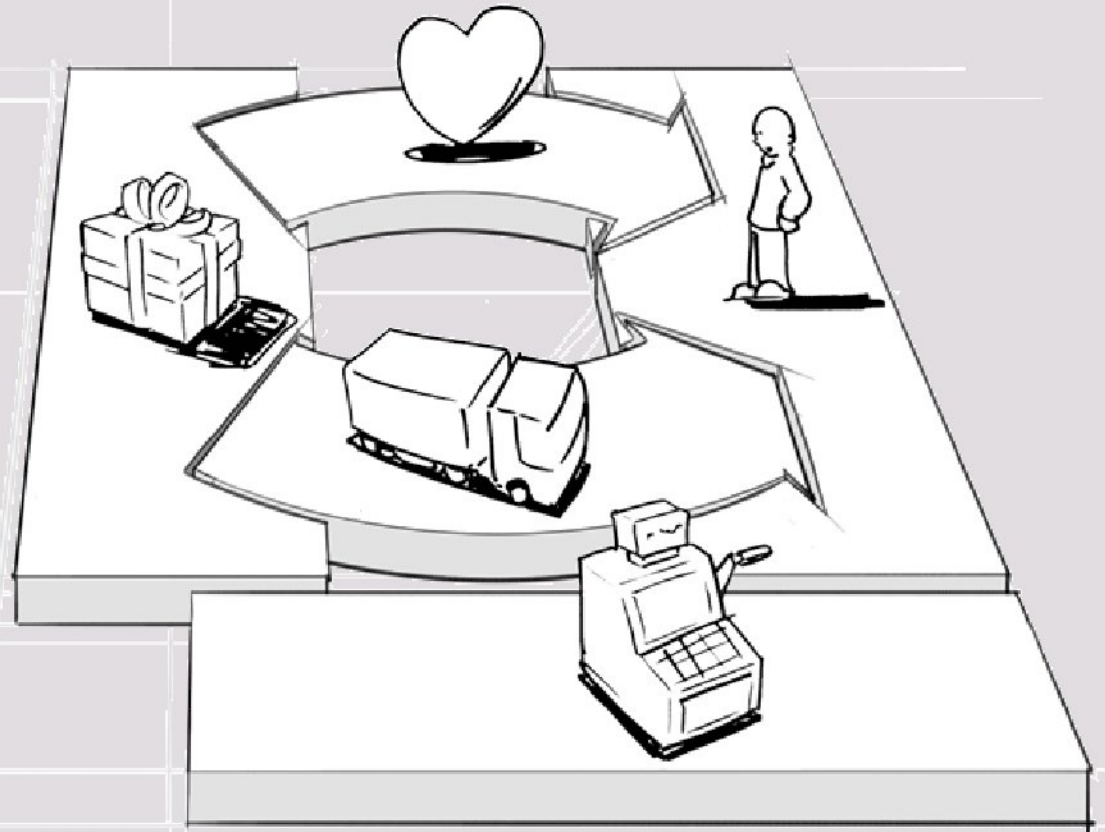
Korisnička
nadoknada

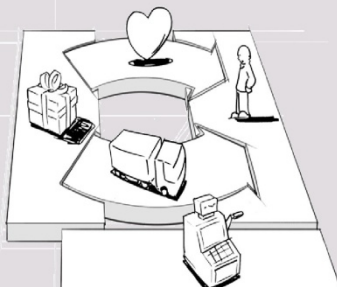
Pretplata

Najam/
lizing/
rentiranje

Licenca

Oglašava-
nje





TOKOVI PRIHODA

Fiksna cena

Dinamički formirana

CENOVNIK

Za svaki
proizvod/uslugu

CENKANJE

Pregovaračka moć

KARAKTERISTIKA

Kvalitet
proizvoda/usluge

PRINOS

Stanje na zalihama

SEGMENT

Svaki segment
odgovarajuća cena

TRŽIŠTE

Odnos ponude i
potražnje

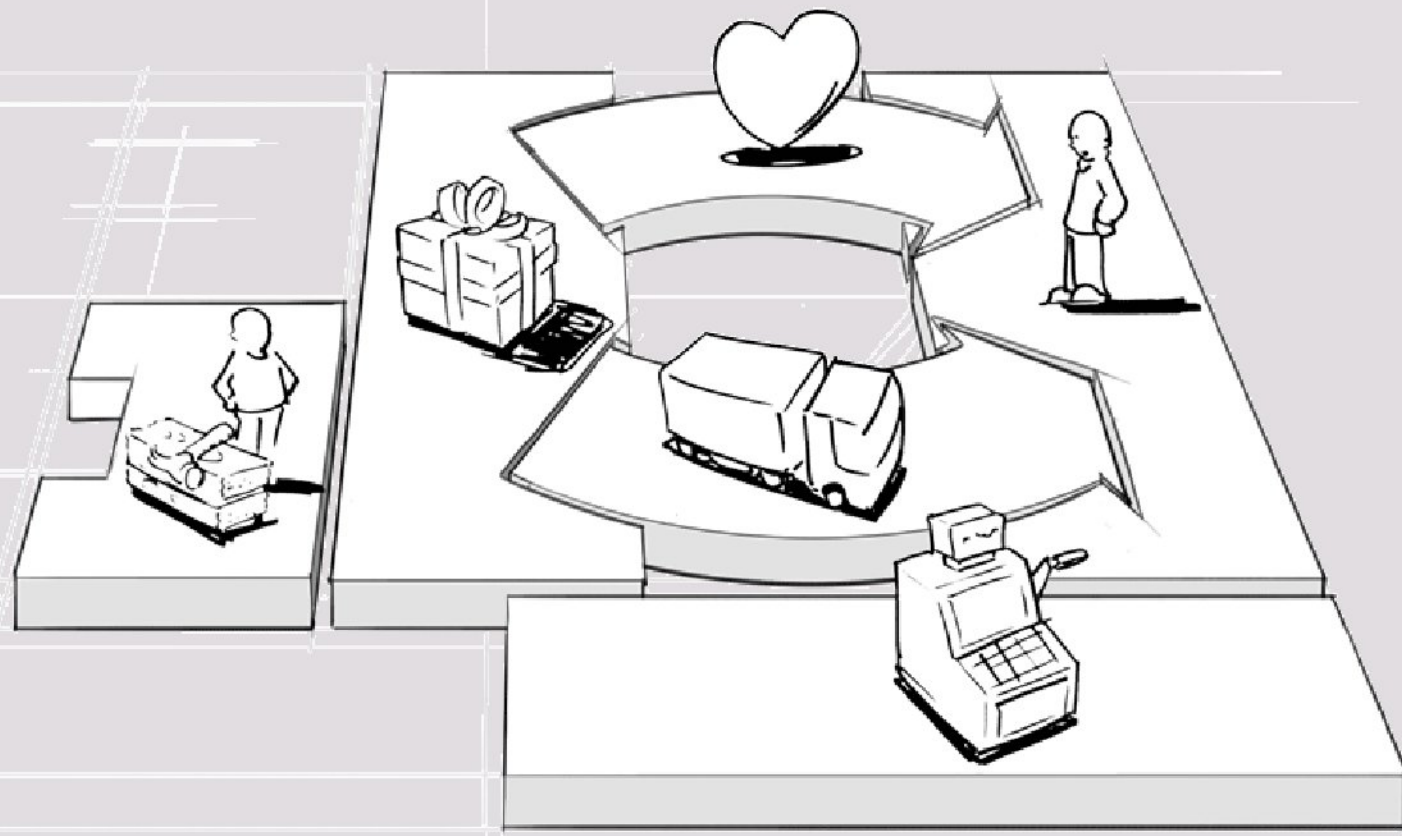
KOLIČINA

“popust”

AUKCIJA

Kompetitivno
nadmetanje

KLJUČNI RESURSI



Koja je vaša najvrednija imovina?

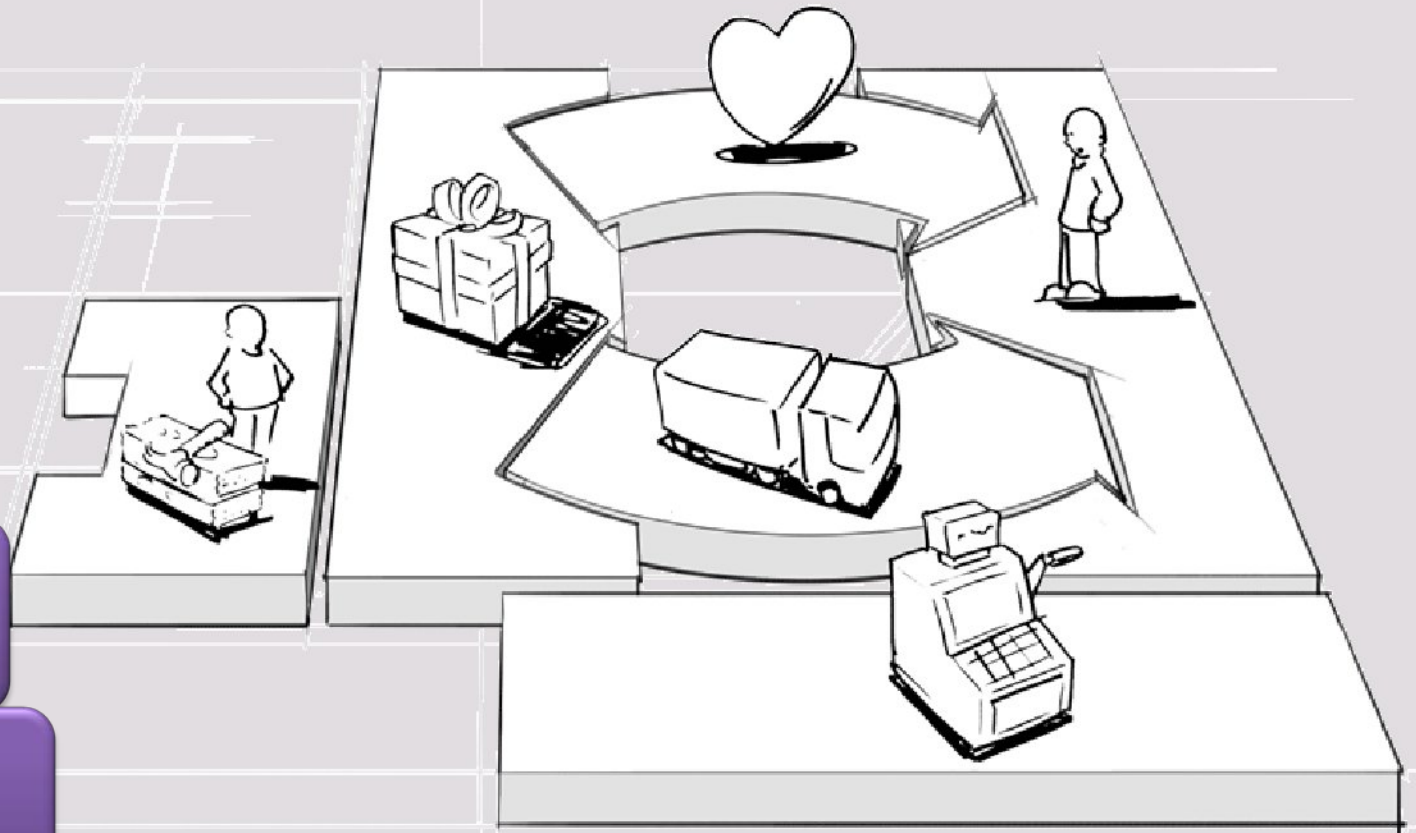
KLJUČNI RESURSI

Fizički

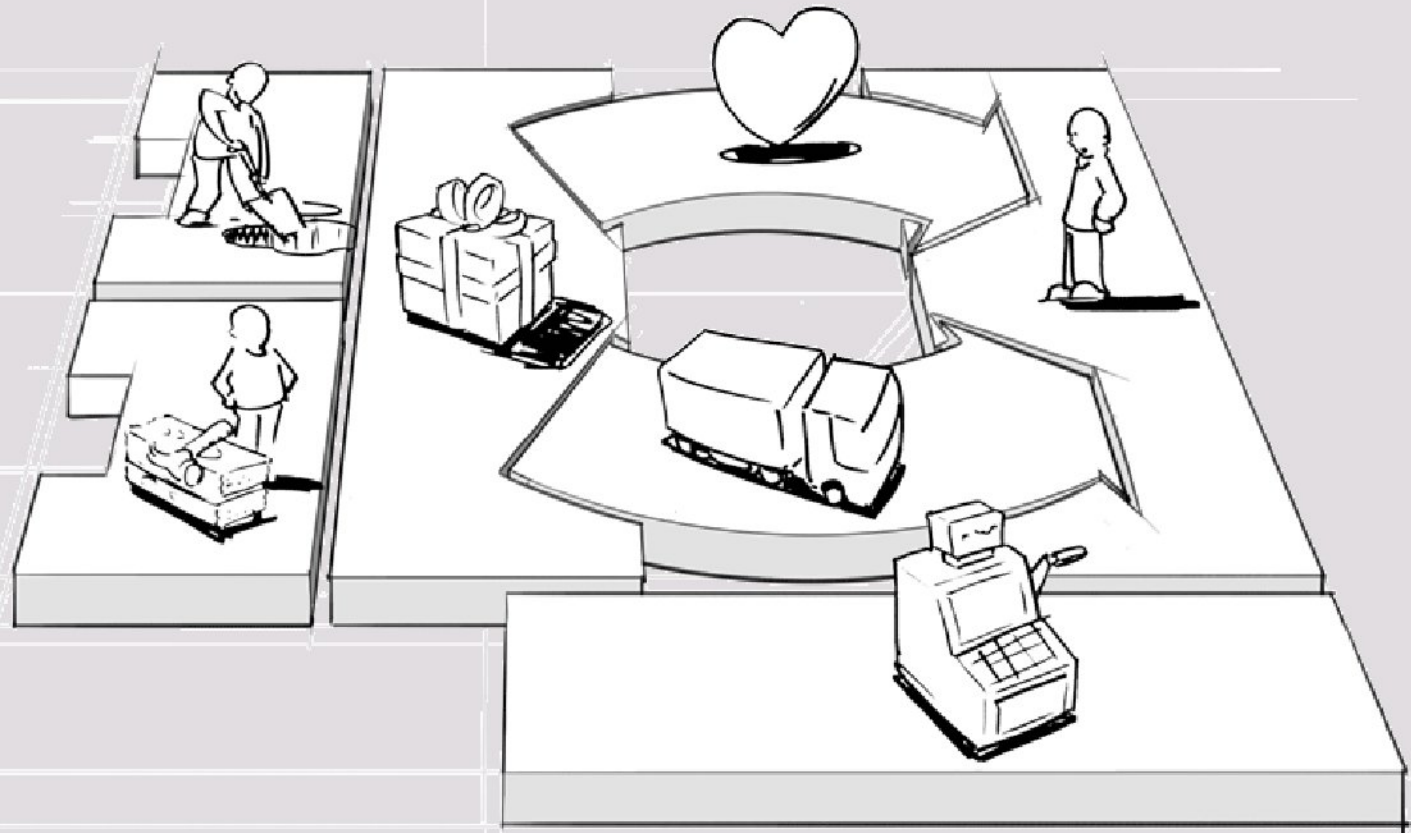
Intelektualni

Ljudski

Finansijski



KLJUČNE AKTIVNOSTI



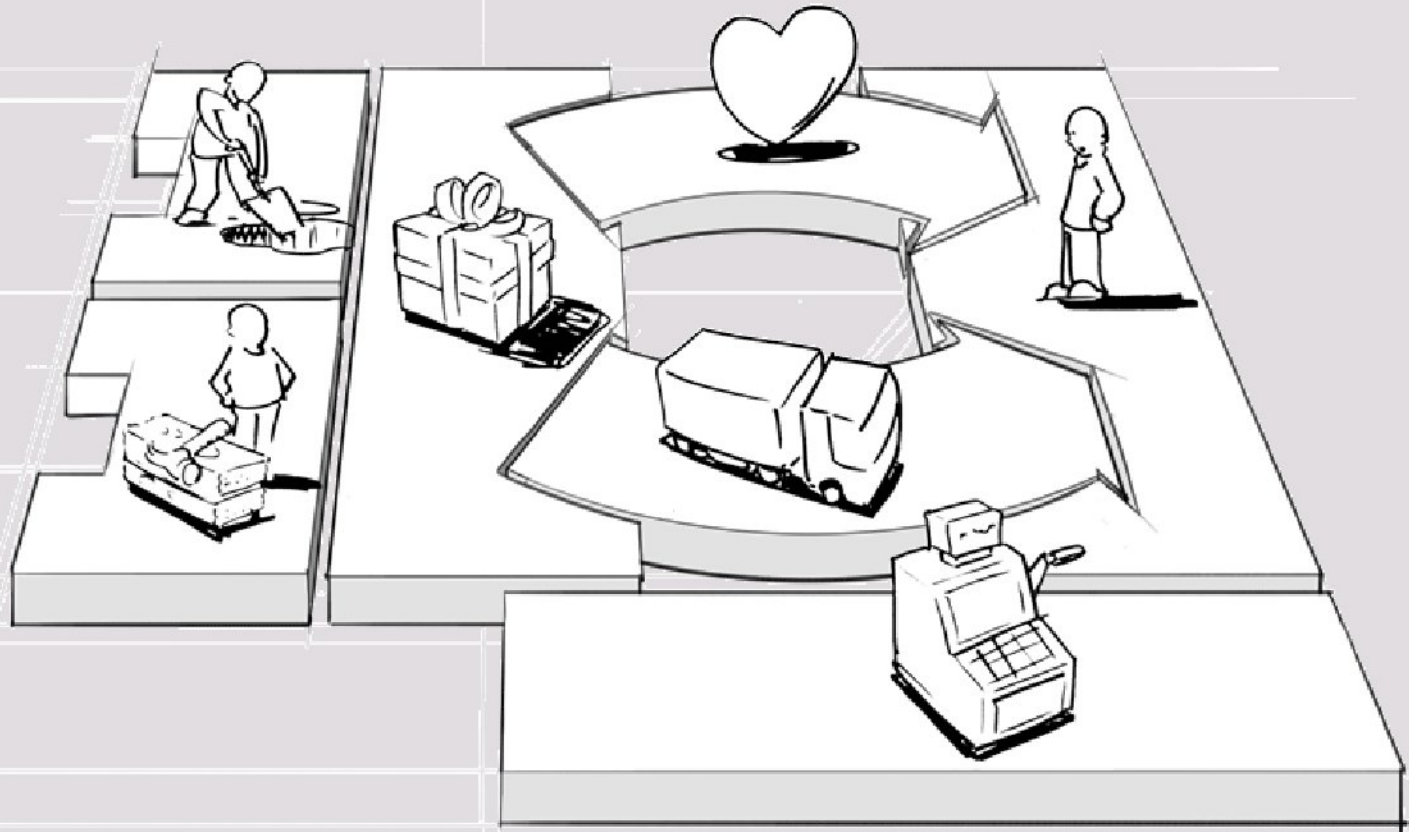
Šta je najvažnije za vaš biznis?

KLJUČNE AKTIVNOSTI

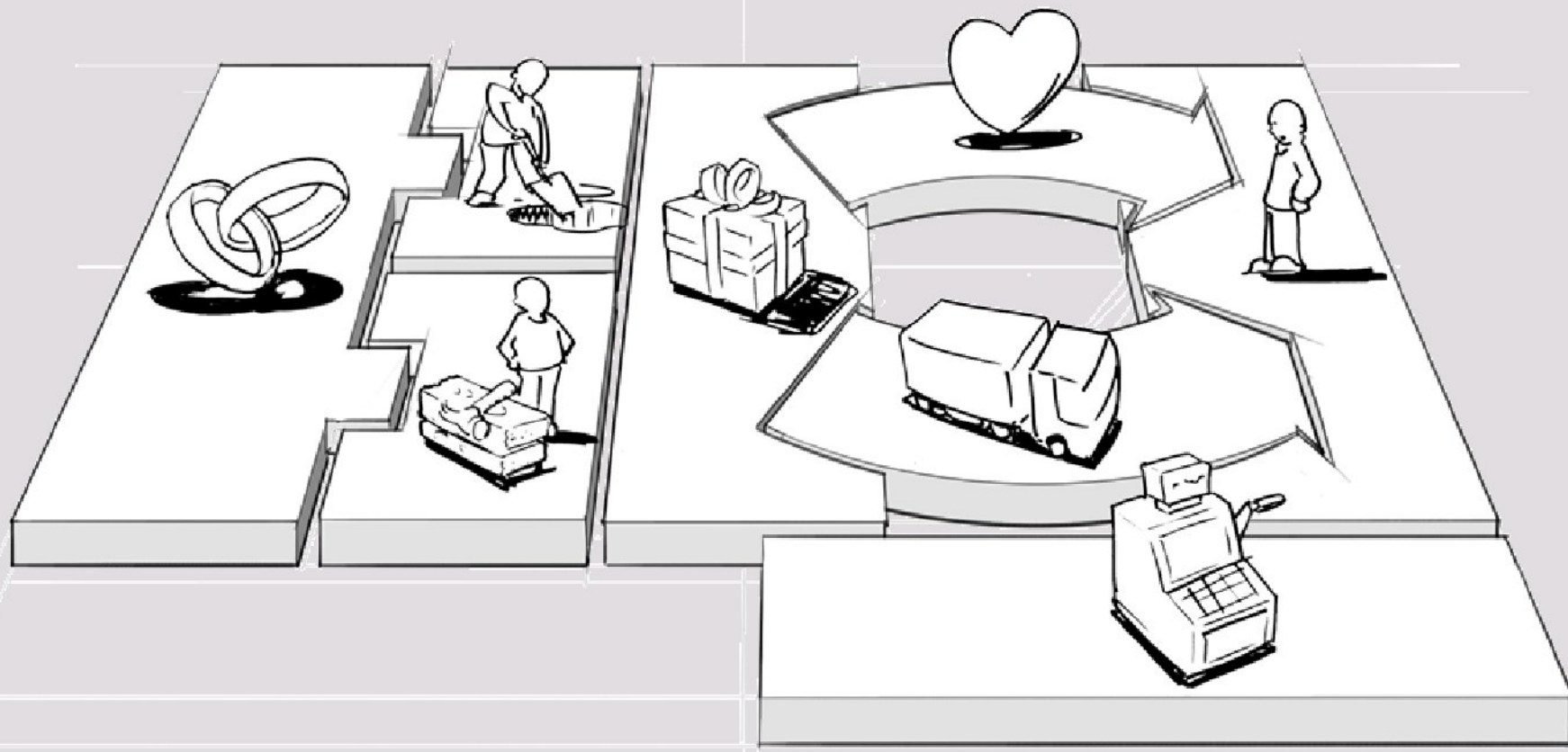
Proizvo-
dnja

Rešenje
problema

Platforma/
mreža

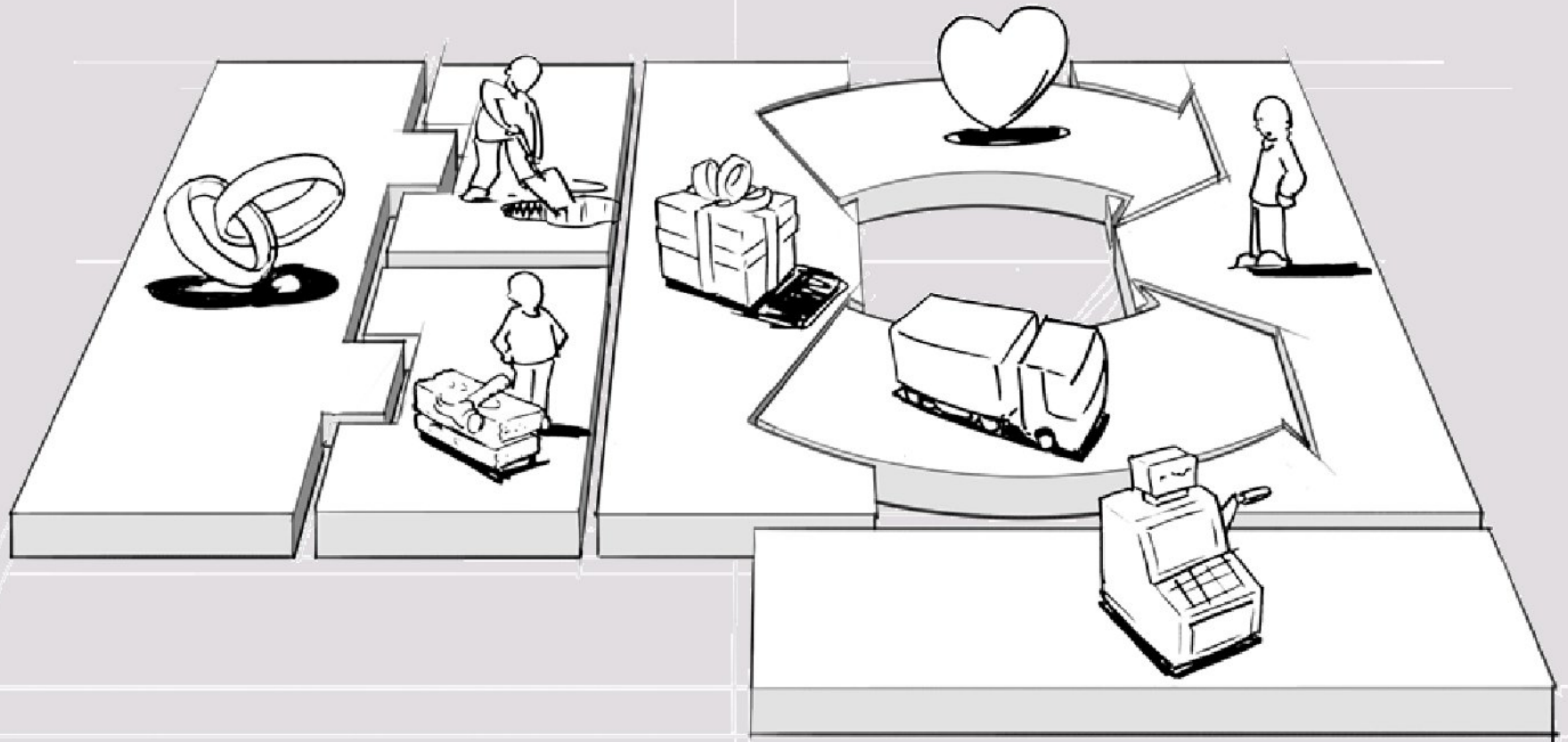


KLJUČNI PARTNERI



Ko su vaši partneri i dobavljači?

KLJUČNI PARTNERI

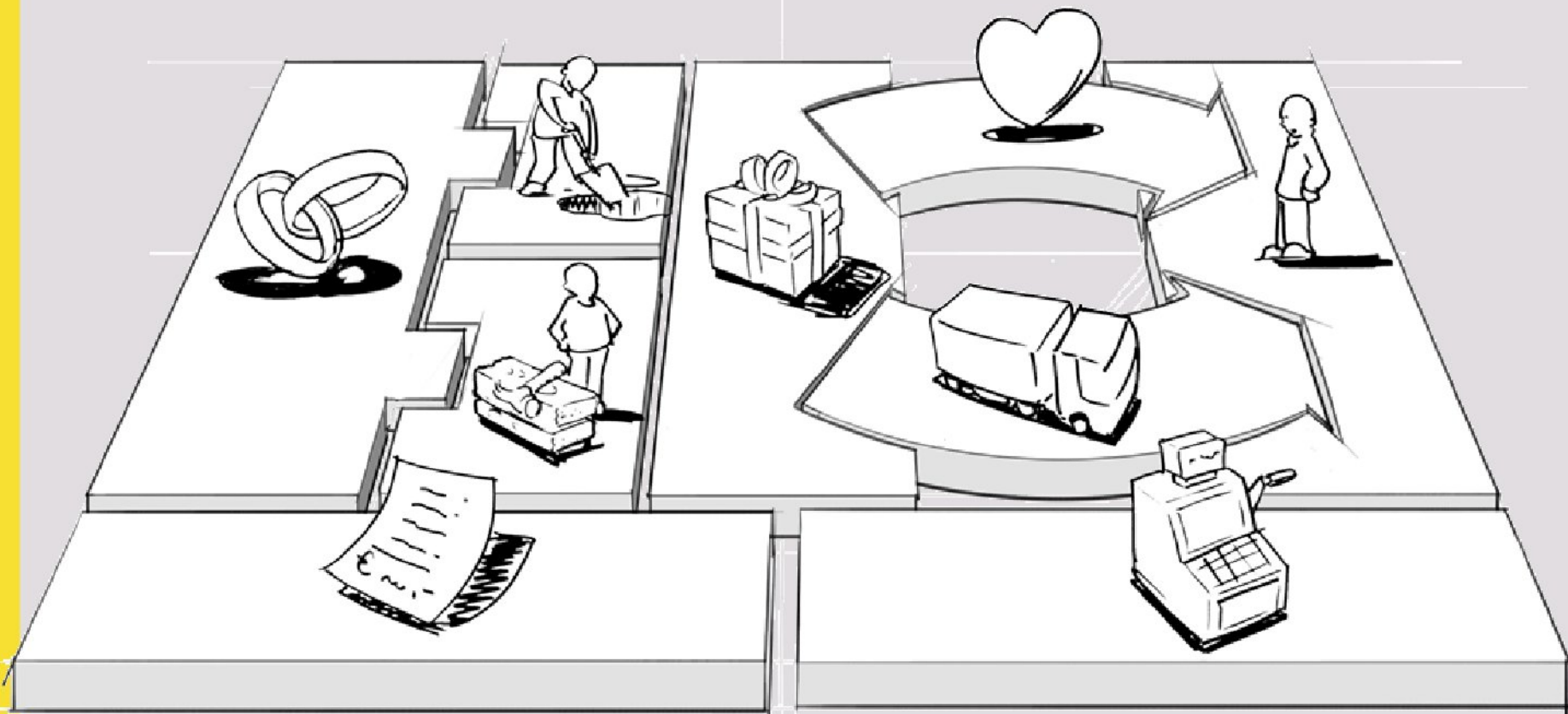


Optimizacija

**Umanjenje
rizika i
neizvesnosti**

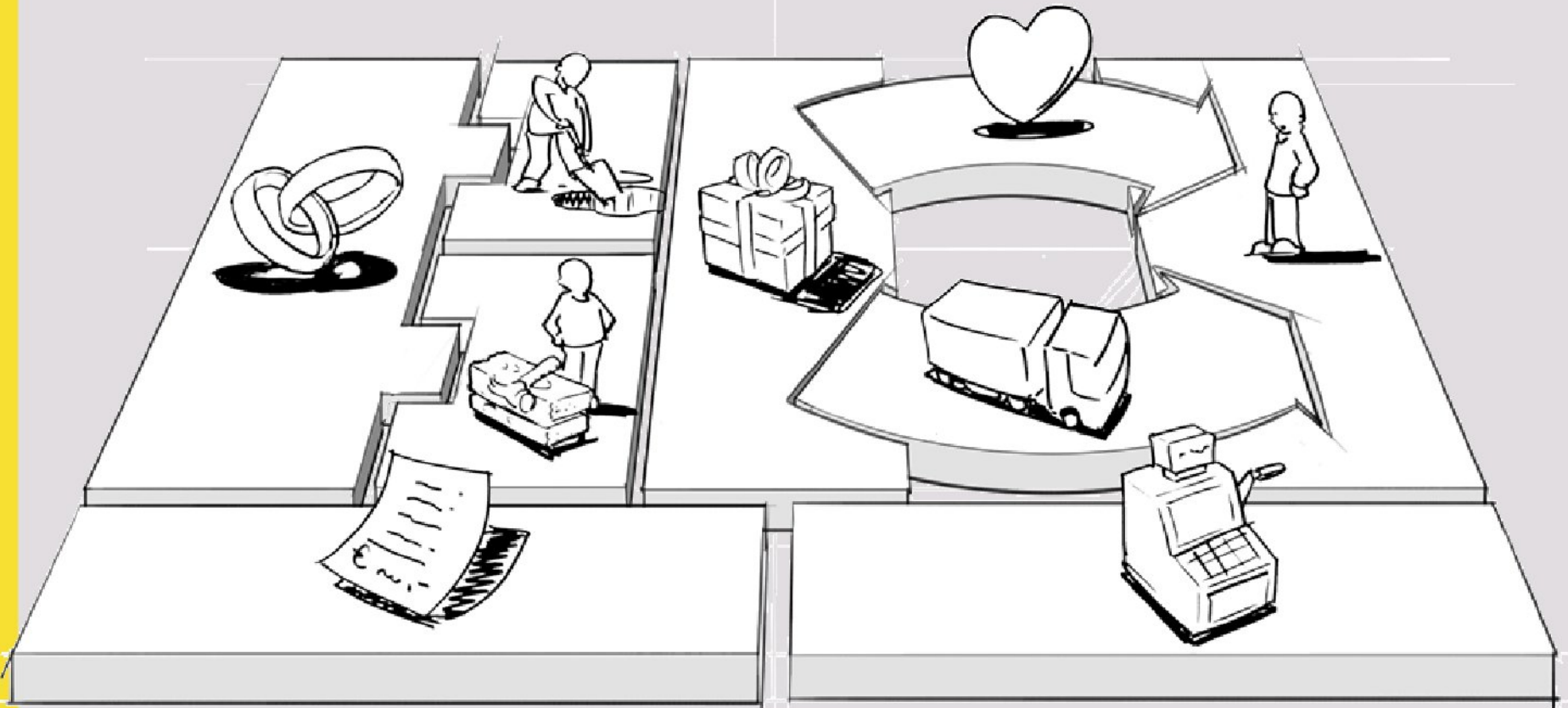
**Nabavka
sredstava**

STRUKTURA TROŠKOVA



Koji su vaši troškovi?

STRUKTURA TROŠKOVA



Koji su vaši najvažniji troškovi? Koji su vaši najskuplji resursi?
Koje ključne aktivnosti su najskuplje? Fiksni troškovi – varijabilni
troškovi? Ekonomija obima?

ključne
aktivnosti

predložena
vrednost"

odnosi sa
kupcima

ključni
partneri

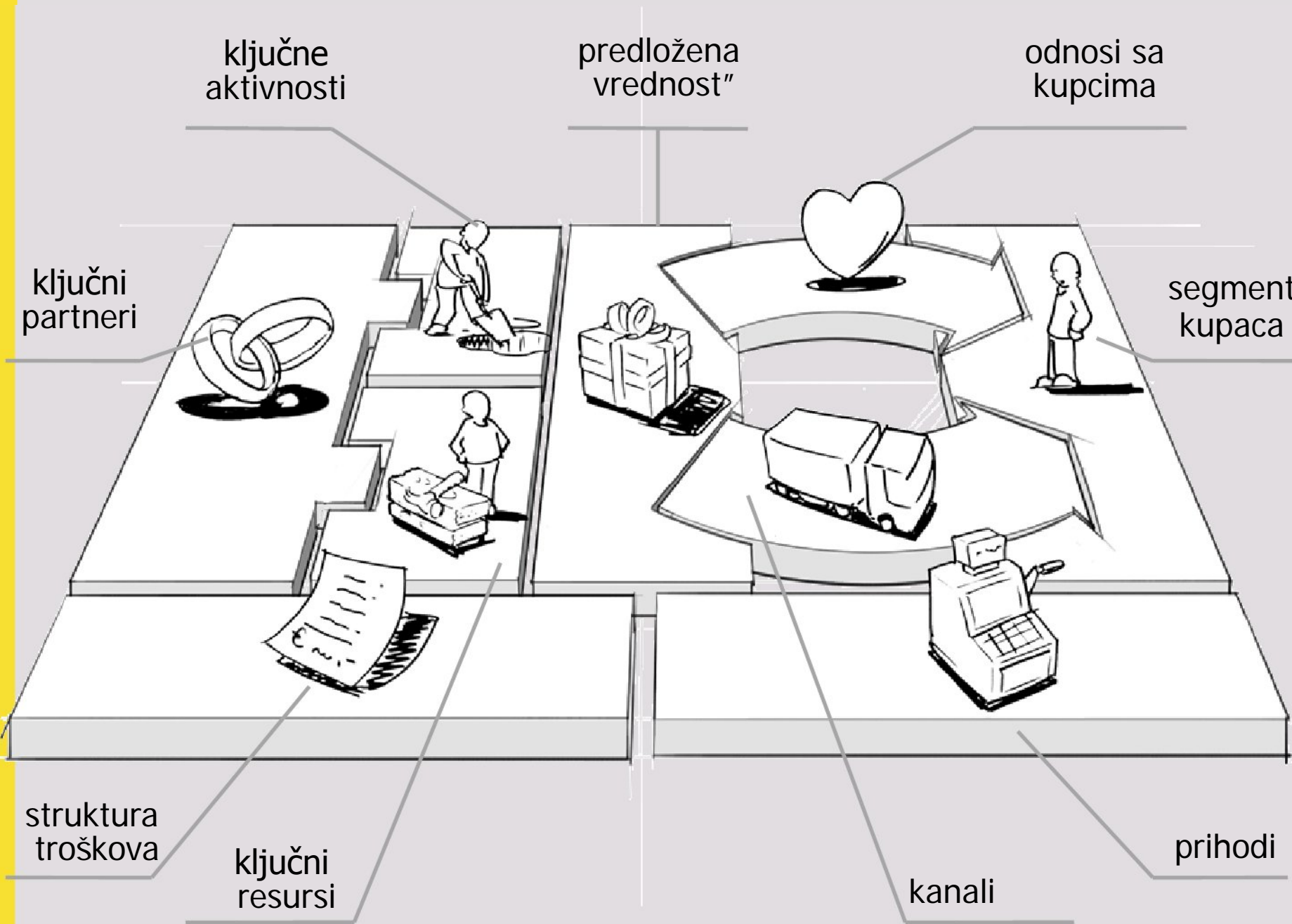
segment
kupaca

struktura
troškova

ključni
resursi

kanali

prihodi





Left brain

I am the left brain.
I am a scientist. A mathematician.
I love the familiar. I categorize. I am accurate. Linear.
Analytical. Strategic. I am practical.
Always in control. A master of words and language.
Realistic. I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

Right brain

I am the right brain.
I am creativity. A free spirit. I am passion.
Yearning. Sensuality. I am the sound of roaring laughter.
I am taste. The feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense. I feel.
I am everything I wanted to be.

ključne
aktivnosti

predložena
vrednost"

odnosi sa
kupcima

ključni
partneri

Vrednost

segment
kupaca

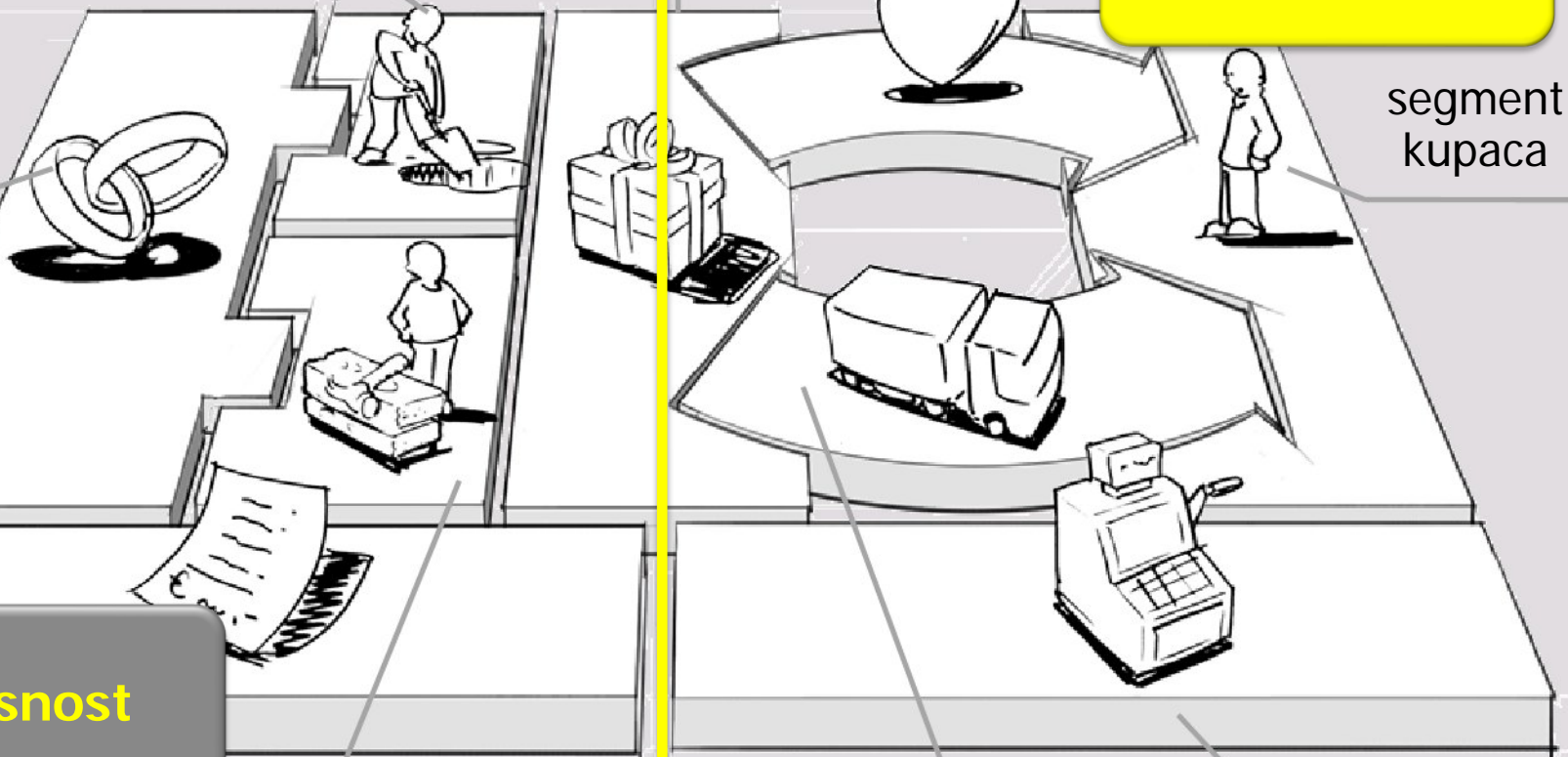
Efikasnost

struktura
troškova

ključni
resursi

kanali

prihodi





*"Ovo je interesantno,
šta da radim sa tim?"*

koristite ga kao alat...



The Business Model Canvas

Designed for:

Designed by:

On:

Duration:

Key Partners



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

Key Partners
 - Suppliers
 - Distributors
 - Complementors
 - Channels

Key Activities



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

Key Activities
 - Production
 - Distribution
 - Service

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?

Value Propositions
 - Products
 - Services
 - Channels
 - Relationships
 - Revenue Streams

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?

Customer Relationships
 - Personal
 - Self-Service
 - Automated
 - Co-creation

Customer Segments



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

Customer Segments
 - Mass
 - Niche
 - Segments
 - Channels

Key Resources



What Key Resources do our Value Propositions require?
 Do Distribution Channels? Customer Relationships?
 Revenue streams?

Key Resources
 - Channels
 - Relationships
 - Revenue Streams

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 are best cost fit?
 Which ones are best cost aligned?
 How are we integrating Channels to customer outreach?

Channels
 - Direct
 - Indirect
 - Partners
 - Channels
 - Relationships
 - Revenue Streams

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?

Cost Structure
 - Fixed
 - Variable
 - Semi-variable
 - Variable
 - Fixed
 - Semi-variable

Revenue Streams



For what value are our customers really willing to pay?
 How do they currently pay?
 How will they currently pay?
 How will they prefer to pay?
 How much does each revenue stream contribute to overall revenue?

Revenue Streams
 - Products
 - Services
 - Channels
 - Relationships
 - Revenue Streams

skicirajte vaš poslovni model

The Business Model Canvas

Designed for:

Designed by:

On:

Duration:

Key Partners



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

Key Partners
 Key Suppliers
 Key Activities
 Key Resources

Key Activities



What Key Activities do our Value Propositions require?
 Do Distribution Channels?
 Customer Relationships?
 Revenue Streams?

Key Activities
 Distribution Channels
 Customer Relationships
 Revenue Streams

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?

Value Propositions
 Customer Segments
 Key Activities
 Key Resources
 Key Partners
 Channels
 Revenue Streams

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?

Customer Relationships
 Customer Segments
 Key Activities
 Key Resources
 Key Partners
 Channels
 Revenue Streams

Customer Segments



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

Customer Segments
 Key Activities
 Key Resources
 Key Partners
 Channels
 Revenue Streams



Key Resources



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

Key Resources
 Distribution Channels
 Customer Relationships
 Revenue Streams

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 are best cost aligned?
 How are we integrating Channels with customer relations?

Channels
 Customer Segments
 Key Activities
 Key Resources
 Key Partners
 Revenue Streams

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?

Cost Structure
 Key Resources
 Key Activities
 Key Partners
 Channels
 Revenue Streams



Revenue Streams

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

Revenue Streams
 Customer Segments
 Key Activities
 Key Resources
 Key Partners
 Channels
 Cost Structure



The Business Model Canvas

Designed for:

Designed by:

On:

Duration:

Key Partners



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

Key Activities



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

blok

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?

blok

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?

Customer Segments



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

blok

Key Resources



What Key Resources do our Value Propositions require?
 Do Distribution Channels? Customer Relationships?
 Revenue streams?

blok

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 are best cost aligned?
 How are we integrating Channels to customer contact?

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?



Revenue Streams

For what value are our customers really willing to pay?
 How do they currently pay?
 How are they currently paying?
 How are they paying for it?
 How much does each Revenue Stream contribute to overall revenue?



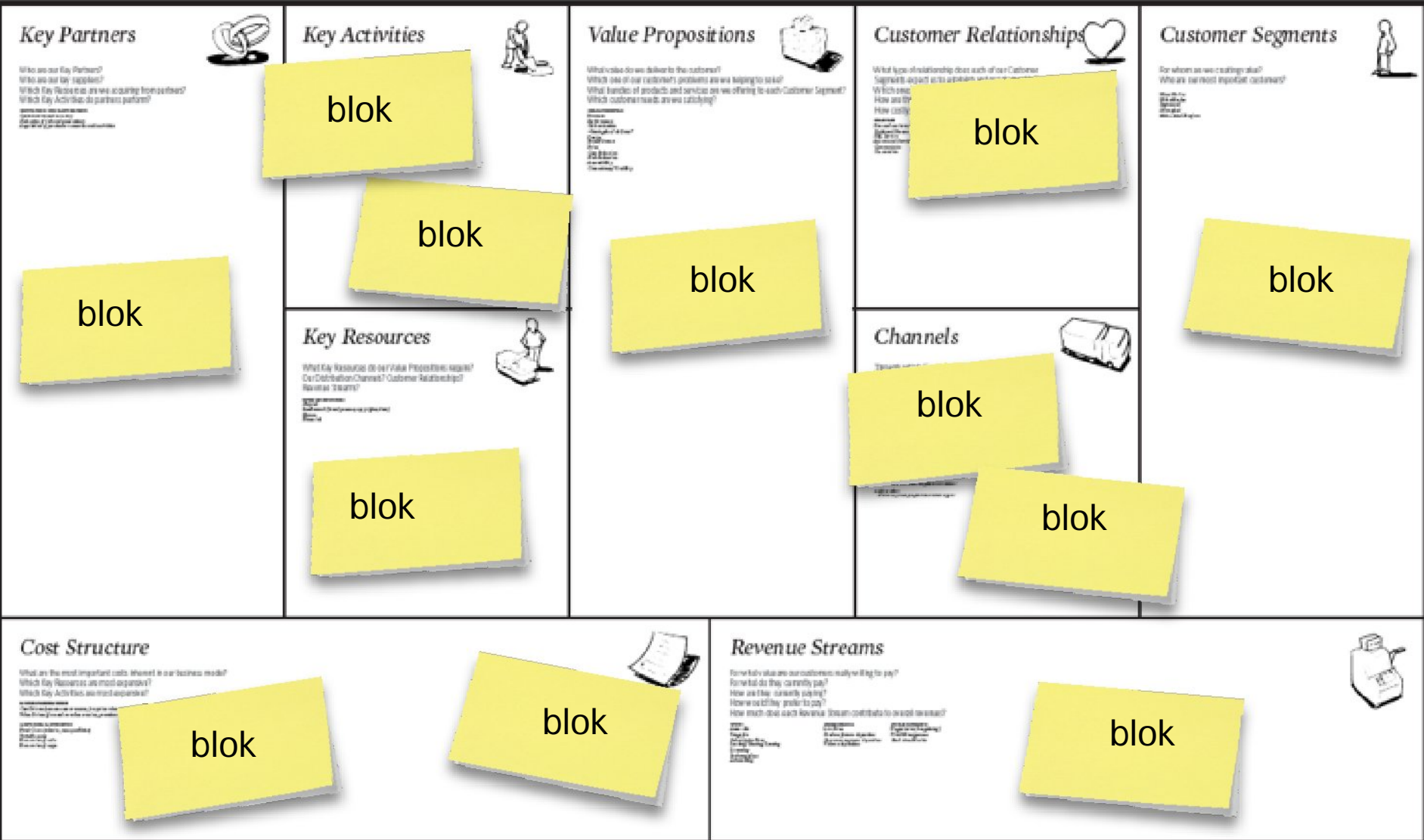
The Business Model Canvas

Designed for:

Designed by:

On:

Duration:



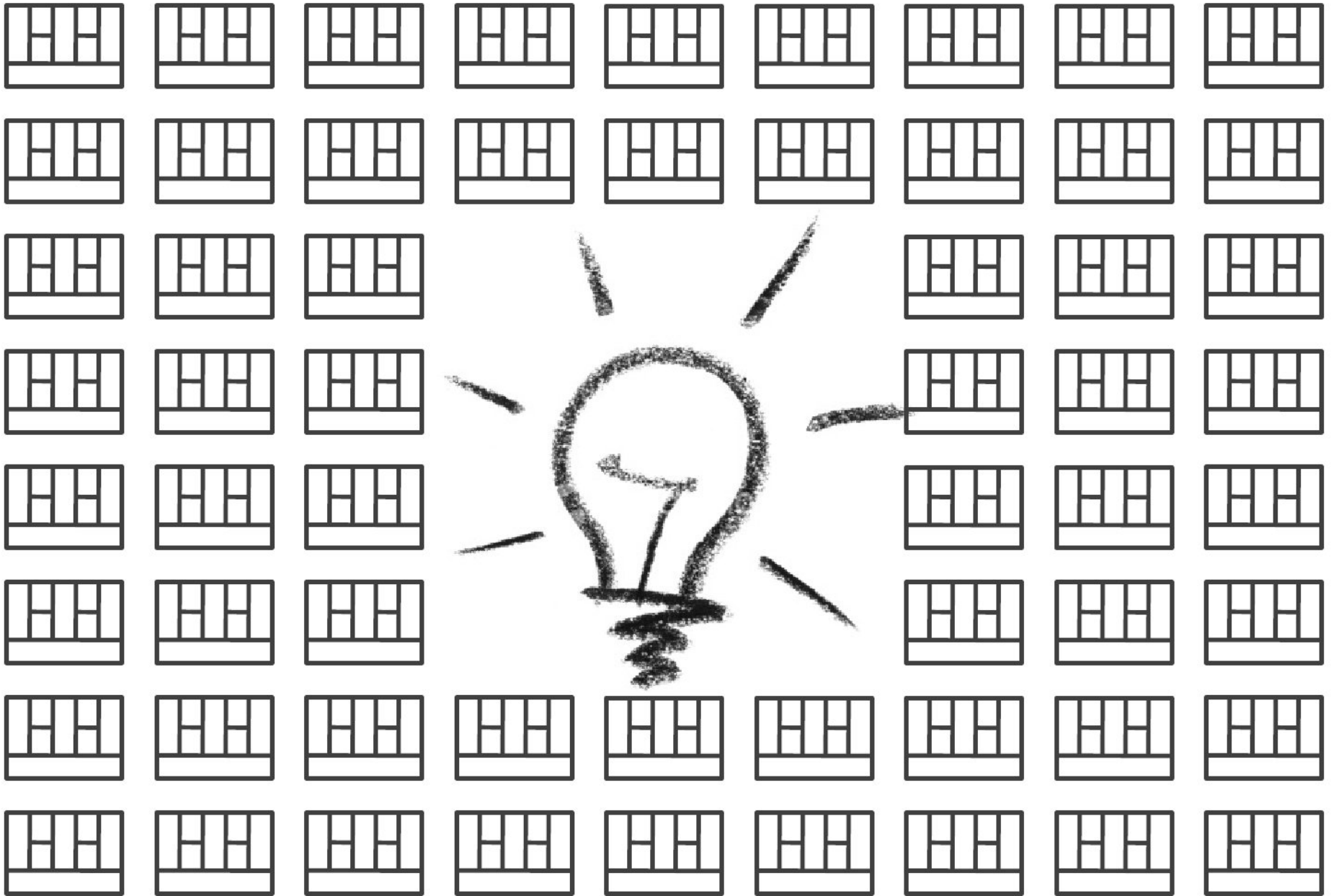
Ovaj alat se zove Business Model Canvas

(download with instructions at
www.businessmodelgeneration.com/downloads)

3

*Razmišljajte
o alternativnim
mogućnostima*

Ista tehnologija, proizvod ili usluga mogu da imaju različit poslovni model



Pokušajte da skicirate vaš
alternativni poslovni model
postavljajući sebi pitanje...

proizvod vs. usluga

direktna prodaja vs.
indirektna prodaja

marketing niše vs.
masovni marketing

otvoren vs. zatvoren

lični kontakt vs.
automatizacija

kapitalna ulaganja
vs. partnerstvo

radno intenzivno vs.
kapitalno intenzivno

Teška pitanja!

jedan segment
vs. drugi segment

po meri vs.
masovna proizvodnja

nadoknada vs.
besplatno

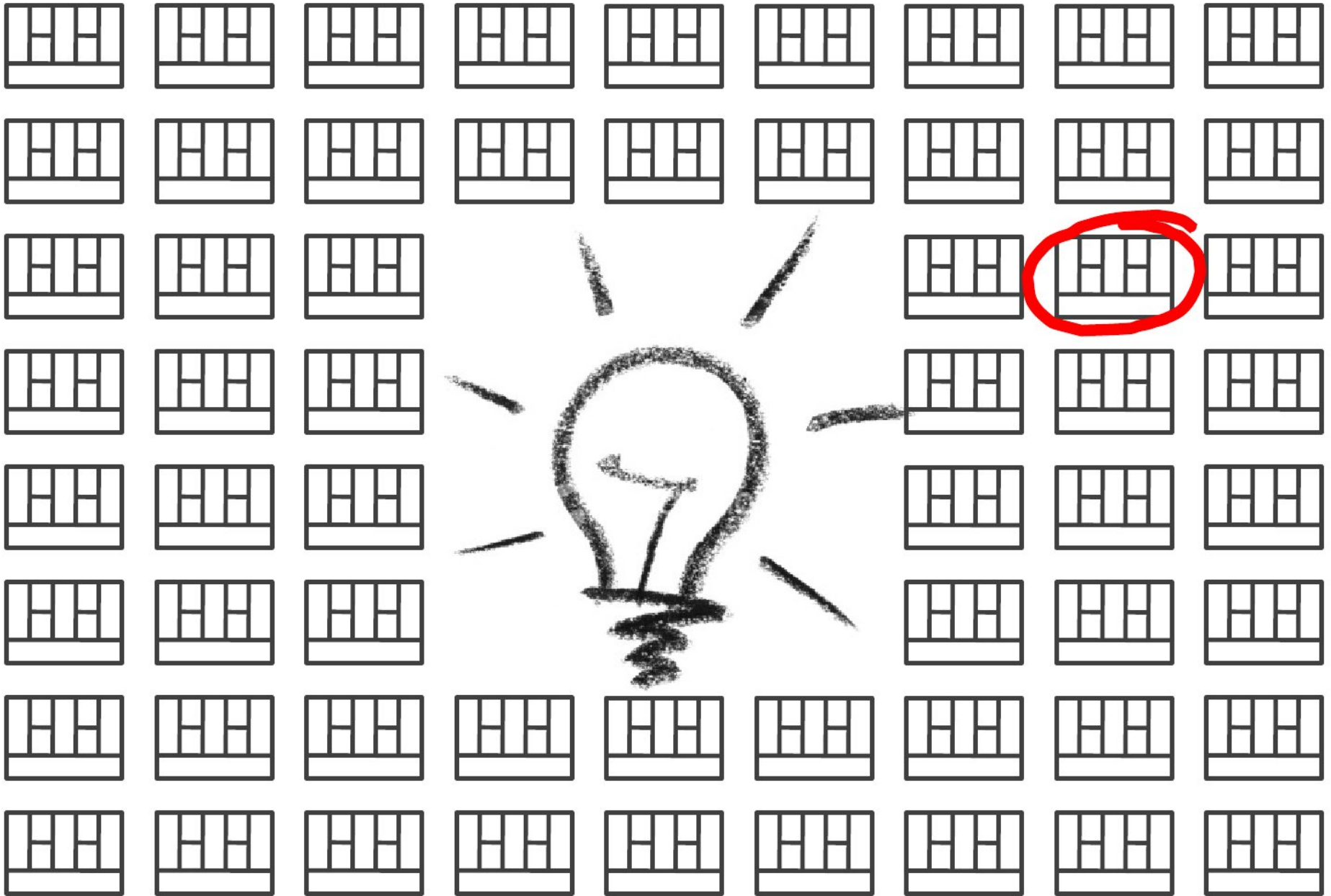
fizičko vs. virtuelno

fiksni vs.
varijabilni troškovi

samostalno vs.
outsourcing

oglašavanje
vs. prodaja

Napravite jedan izbor nakon prototipa a
zatim uzmite u razmatranje nekoliko modela...



OK. Kada ste pronašli model,
niste još završili...

4

Vaša poslovna
ideja je samo
skup hipoteza

... samo pretpostavke

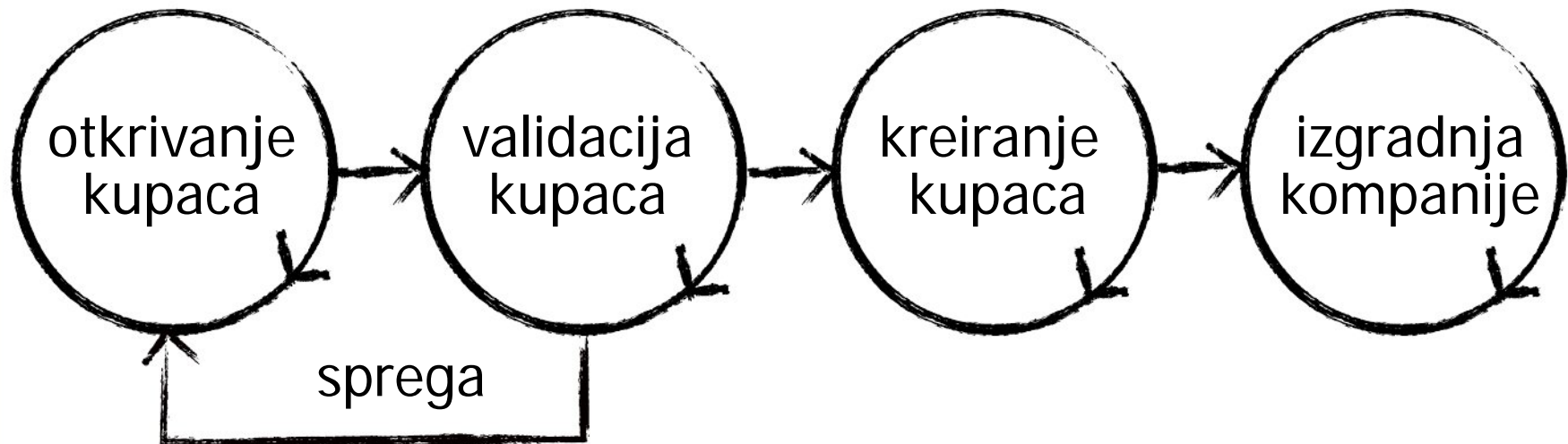


...zato morate da izeđete
napolje i...



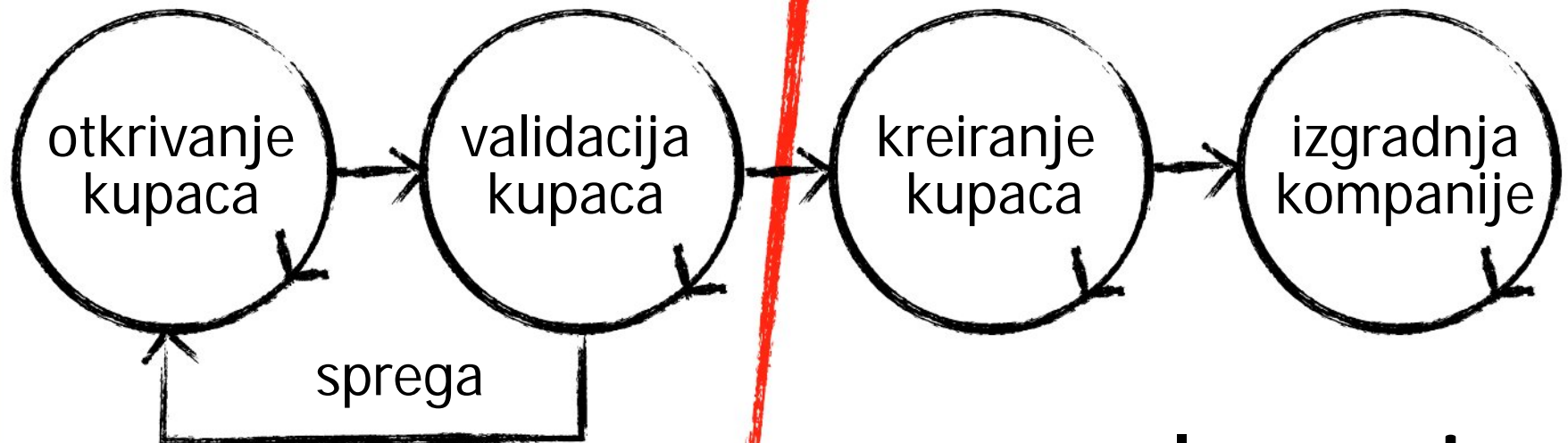
testirate svaku od hipoteza
(npr. sa kupcima)_____

Ovaj poslovni model testiranja procesa se zove "Customer Development"



dve različite faze...

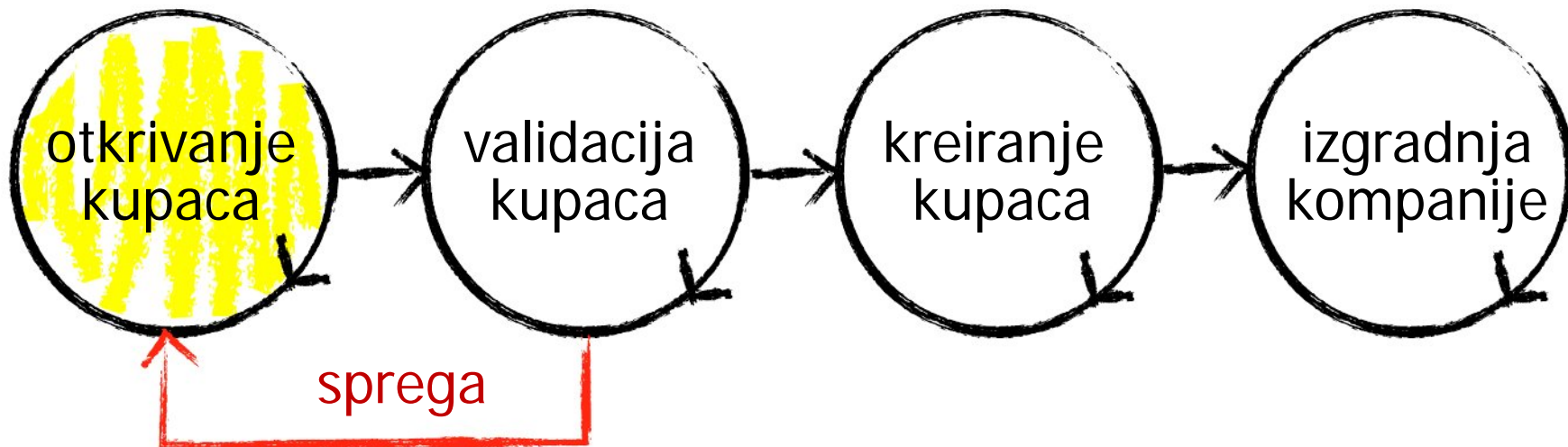
potraga



poslovanje

a počínje se sa...

... verifikacijom svih hipoteza



Testirajte vašu hipotezu

Key Partners



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

Key Partners:
 Suppliers
 Distributors
 Complementary Products
 Channels

Key Activities



What Key Activities do our Value Propositions require?
 Can Distribution Channels?
 Customer Relationships?
 Revenue Streams?

Key Activities:
 Production
 Distribution
 Logistics

Value Propositions



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

Value Propositions:
 Product
 Service
 Channel
 Price
 Location
 Time
 Convenience

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 integrating with the rest of our business model?
 How costly are they?

Customer Relationships:
 Personal
 Self-Service
 Automated
 Co-creation

Customer Segments



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

Customer Segments:
 Mass
 Niche
 Segments
 Multi-Segments

Key Resources



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

Key Resources:
 Physical
 Intellectual
 Financial
 Human

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 are best?
 Which ones are most cost efficient?
 How are we integrating Channels to customer relations?

Channels:
 Direct
 Indirect
 Owned
 Partnered
 Shared
 Co-located
 Virtual
 Physical
 Digital
 Hybrid

proizvod
 tip tržišta
 konkurencija

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?

Cost Structure:
 Fixed
 Variable
 Semi-Variable
 Variable Cost
 Fixed Cost
 Semi-Variable Cost
 Variable Cost
 Fixed Cost
 Semi-Variable Cost



Revenue Streams

For what value are our customers really willing to pay?
 How are they currently paying?
 How and how often are they paying?
 How much does each Revenue Stream contribute to overall revenue?

Revenue Streams:
 Product
 Service
 Channel
 Price
 Location
 Time
 Convenience



Testirajte vašu hipotezu

Key Partners



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

Key Partnerships are the links between different entities that help you create value and reduce risk. They can be strategic alliances, joint ventures, licensing, franchising, or other types of partnerships.

Key Activities



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

Key Activities are the most important actions that your company must perform to make your business model work. They can be production, problem-solving, platform development, or other types of activities.

Value Propositions



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

Value Propositions describe the benefits and value that customers expect from your business model. They can be new products, services, or other types of offerings.

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?

Customer Relationships describe the type of relationship that your business model requires. They can be personal assistance, self-service, or other types of relationships.

Customer Segments



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

Customer Segments are the groups of people or organizations that your business model aims to serve. They can be individuals, businesses, or other types of segments.

Key Resources



What Key Resources do our Value Propositions require?
 Do Distribution Channels? Customer Relationships?
 Revenue streams?

Key Resources are the most important assets that your company must possess to make your business model work. They can be physical, intellectual, or human resources.

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 are best cost afford?
 Which ones are most cost efficient?
 How are we integrating Channels to customer relations?

Channels describe the ways that your business model reaches its customers. They can be direct, indirect, or other types of channels.

problem
 kupci
 korisnici
 ko plaća?

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?

Cost Structure describes the most important costs that your business model requires. They can be fixed, variable, or other types of costs.



Revenue Streams

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

Revenue Streams describe the ways that your business model generates revenue. They can be one-time, recurring, or other types of revenue.



Testirajte vašu hipotezu

Key Partners



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

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Key Activities



What Key Activities do our Value Propositions require?
 Do Distribution Channels?
 Customer Relationships?
 Revenue Streams?

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Value Propositions



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

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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?

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Customer Segments



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

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Key Resources



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

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Channels



Through which Channels do our Customer Segments want to be reached?
 How are we reaching them now?
 How are our Channels integrated?
 Which one is best?
 Which one is the most cost-effective?
 How are we integrating Channels to customer relations?

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kanal

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?

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Revenue Streams

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

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Testirajte vašu hipotezu

Key Partners



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

ključni partneri
 šta oni donose?

Key Activities



What Key Activities do our Value Proposition require?
 Do Distribution Channels?
 Customer Relationships?
 Revenue streams?

Key Resources



What Key Resources do our Value Proposition require?
 Do Distribution Channels? Customer Relationships?
 Revenue Streams?

Value Propositions



What value do we deliver to the customer?
 Which job do 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?

proizvod
 tip tržišta
 konkurencija

Customer Relationships



What type of relationship does each of our Customer Segments expect with providers like us to have?
 Which type of relationship do we actually create?
 How are they integrated with the rest of our business model?
 How costly are they?

kreiranje tražnje

Channels



Through which Channels do our Customer Segments want to be reached?
 How are we reaching them now?
 How are our Channels integrated?
 Which channel is best?
 Which channels are most cost efficient?
 How are we integrating Channels in our customer relations?

kanal

Customer Segments



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

problem kupac korisnik ko plaća?

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?

Cost structure can be divided into fixed and variable costs. Fixed costs are those that do not change with the level of output, while variable costs do. Fixed costs are those that do not change with the level of output, while variable costs do.

potvrdite poslovni model

Revenue Streams

What value are we capturing from each Customer Segment?
 How are they capturing them now?
 How are they capturing them now?

Revenue streams can be divided into one-time and recurring revenue. One-time revenue is earned once, while recurring revenue is earned over time.

model plaćanja

Da biste ovo postigli potreban vam je
specijalan i agiln ...

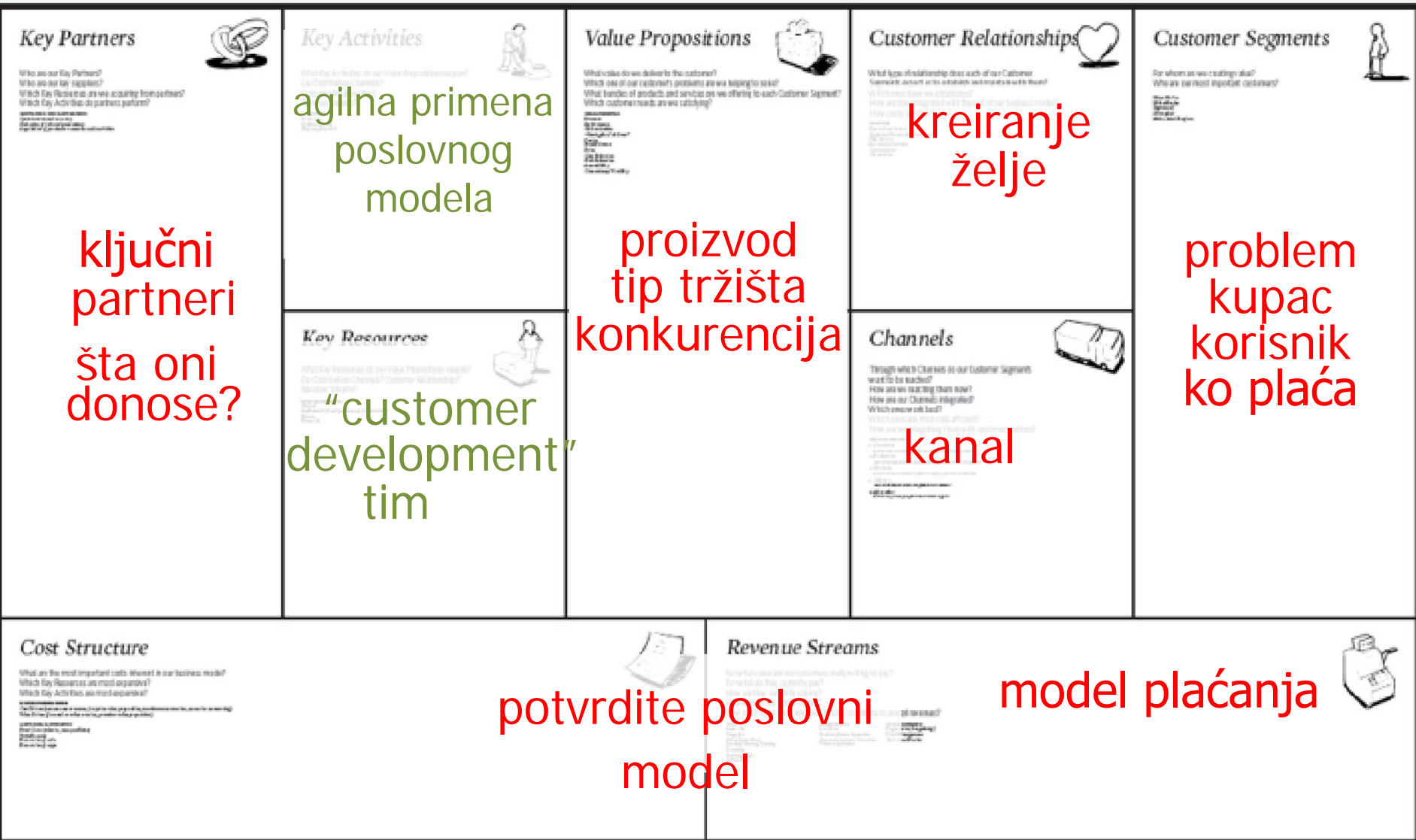
tim koji...



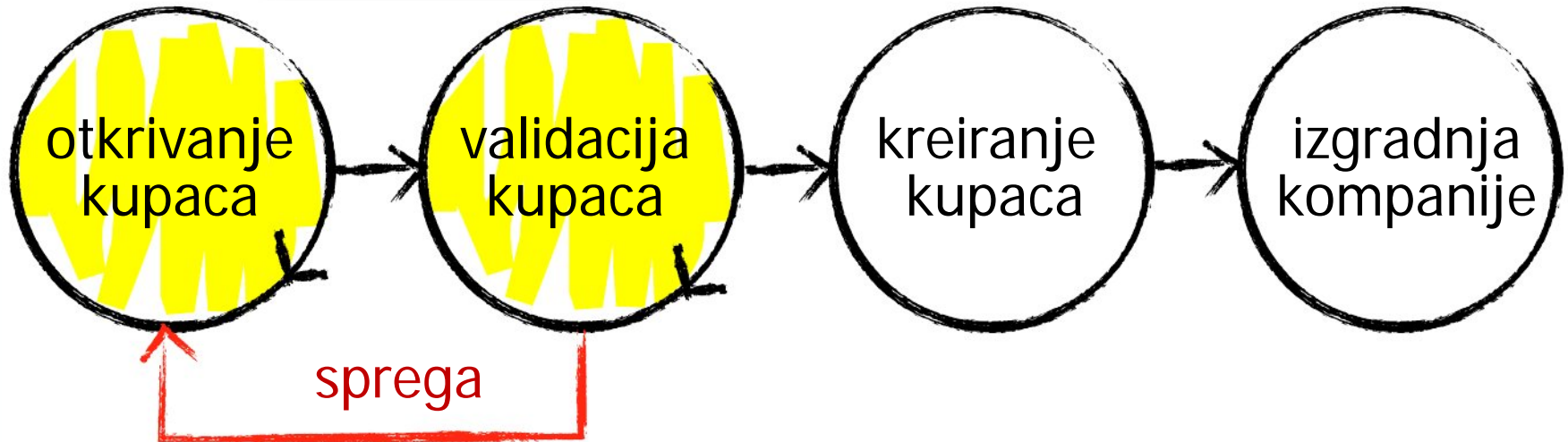
... će izaći izvan zgrade!



... da testira i prilagodi vaš model



Morate da prilagođavate poslovni model sve dok se ne dokaže da radi



*“Kako da dokažem
da poslovni
model radi?”*



Najbolji dokaz da model
radi je rešavate problem
kupcima za koji su oni spremni
da plate!

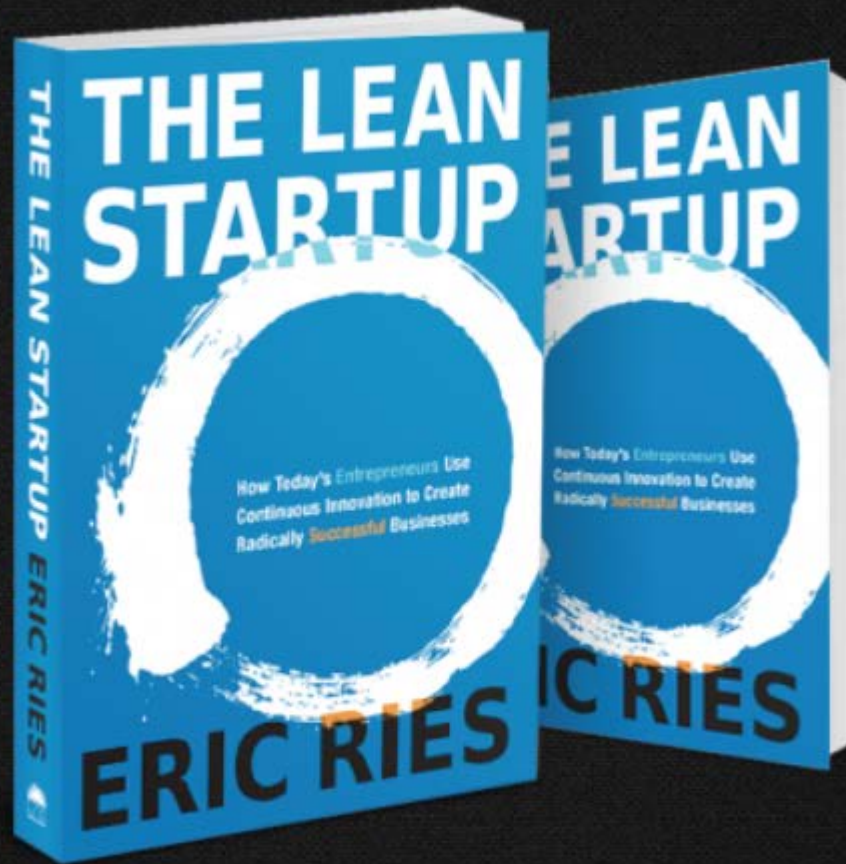
Kako?

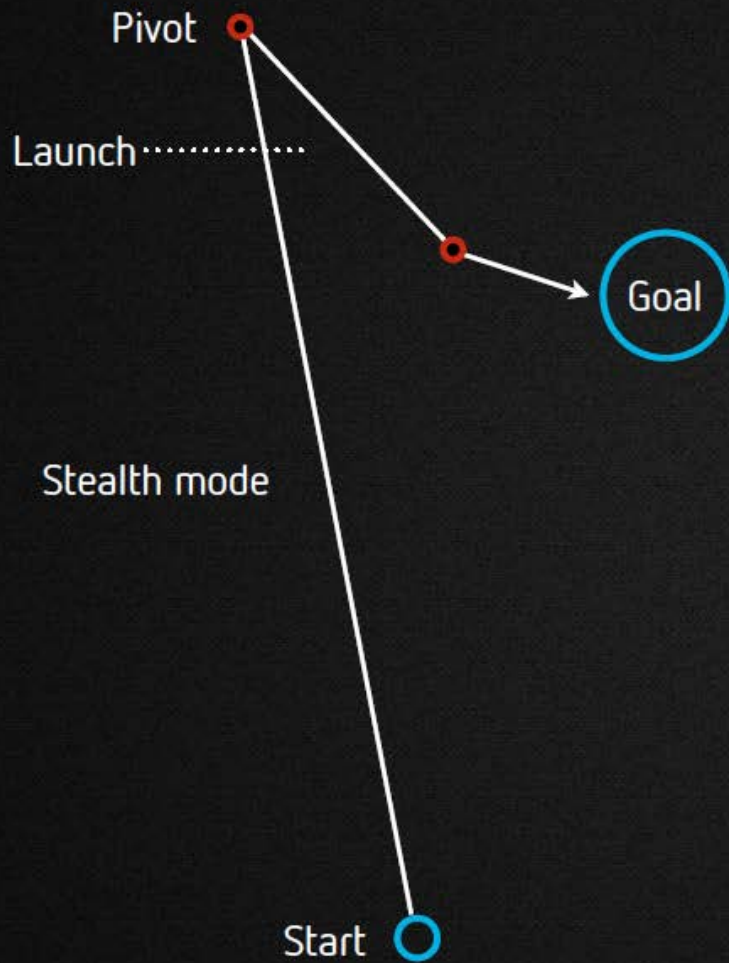




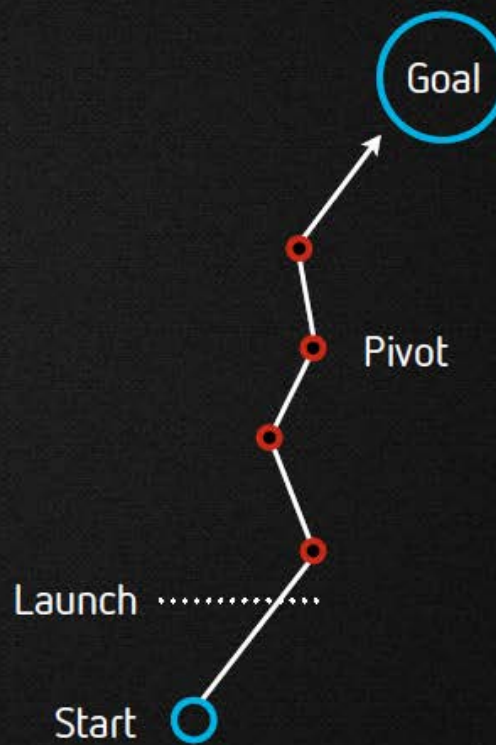
MVP

Minimal Viable Product

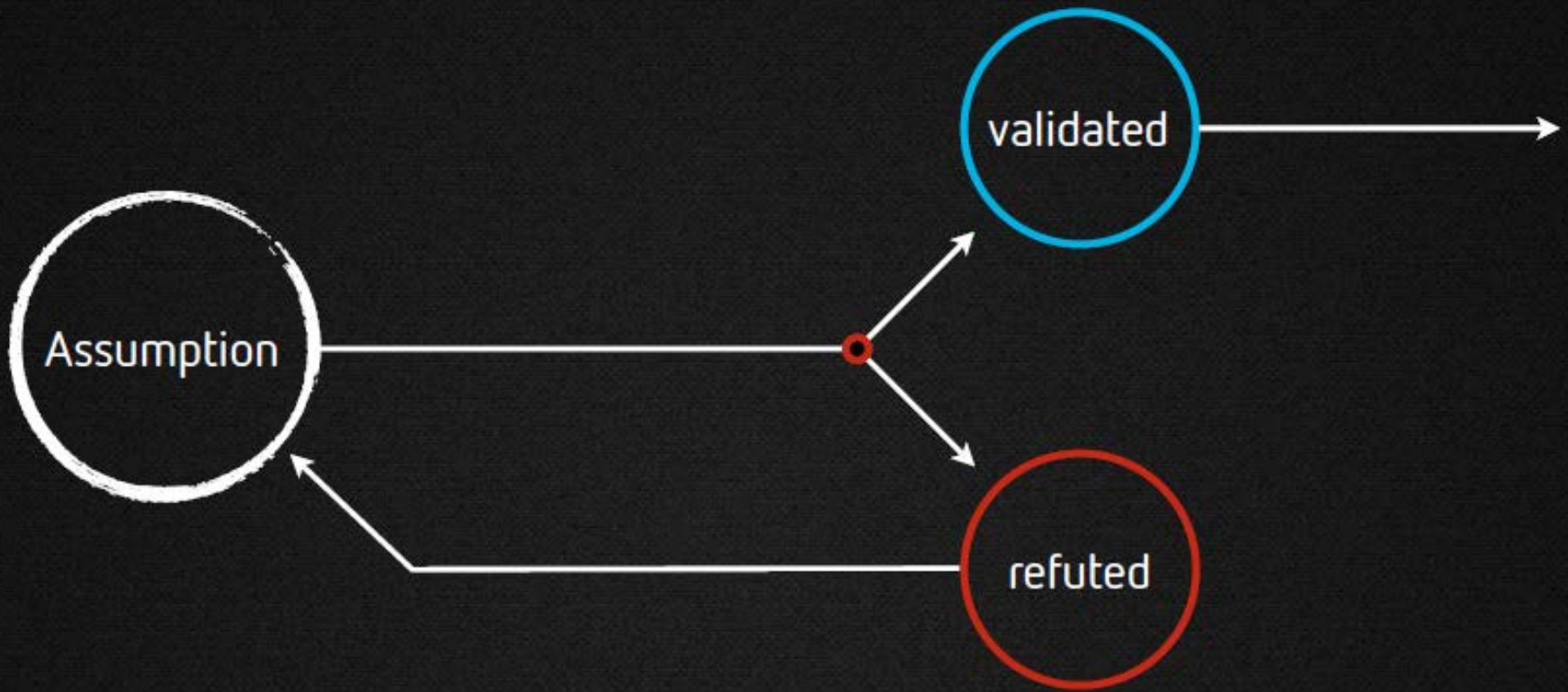




Uobičajen prilaz

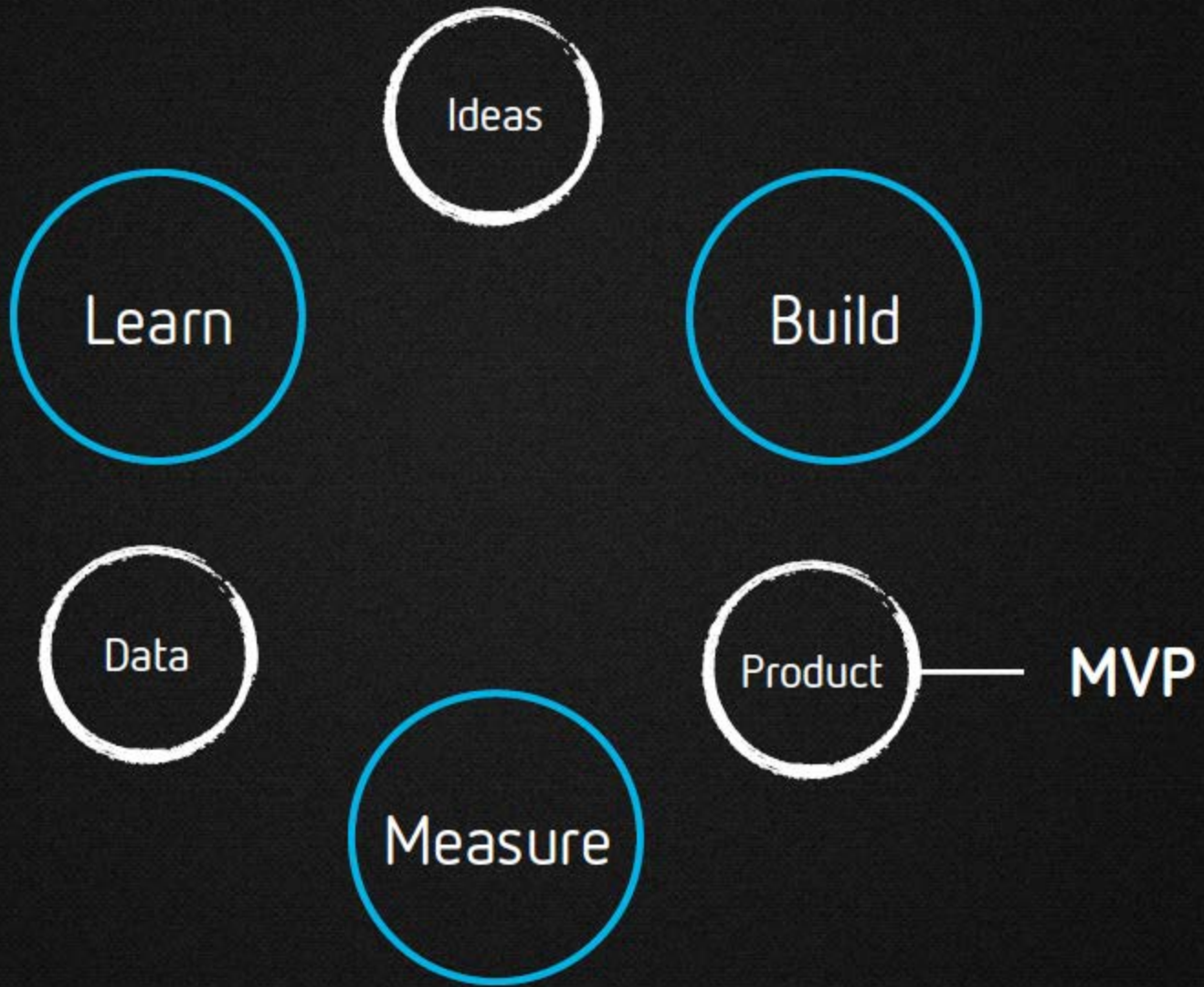


Lean prilaz



**„Nisam bio neuspešan. Već sam samo pronašao
10.000 načina koji ne funkcionišu.“**

- Tomas Edison



MVP na primeru TORTE



Kore



Fil



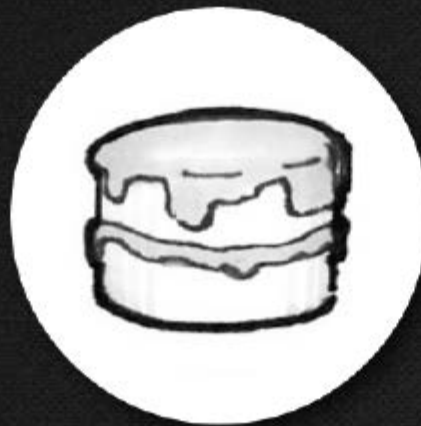
Glazura

MVP na primeru TORTE

MVP



Kolačić



Torta



Svadbena torta

MVP – Šta je to?

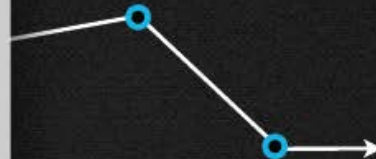
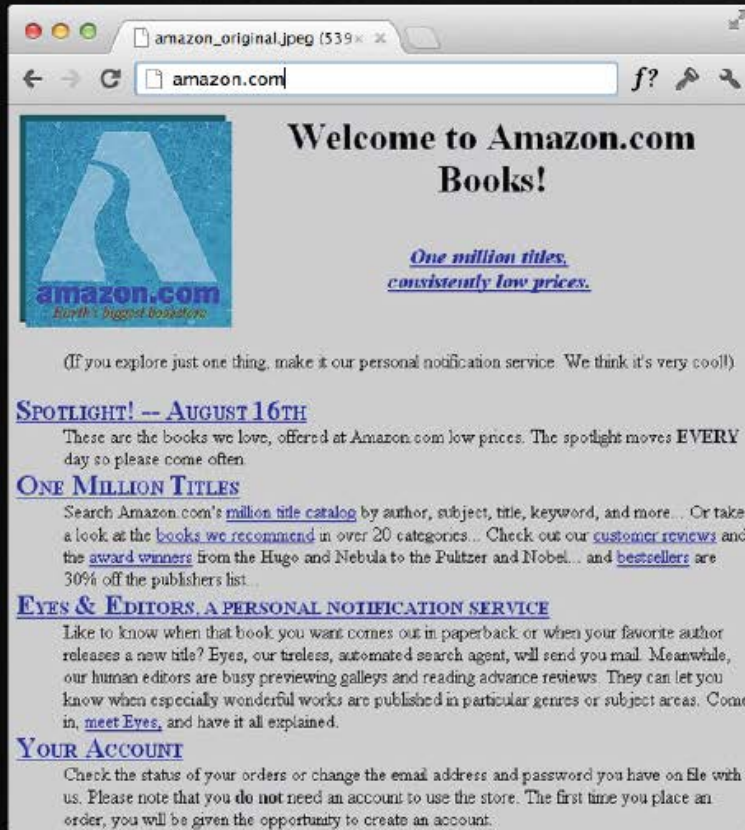
Minimal Viable Product



→ Najmanje rešenje koje će vam omogućiti da testirate vaše pretpostavke.

→ Najmanje rešenje koje kupcima pruža vrednost/rešava problem!

MVP – je ono što ih je učinilo velikima



Simple homepage of today's market leader in e-commerce

MVP – je ono što ih je učinilo velikima



Started with a small customer segment: Harvard students (start small, think big)

MVP – mit o uspehu preko noći!

Dragon & Jade
Formula GP Racing
Gem Drop
Marine Sniper
Mole War
Paid to Kill
Paper Planes
Patron Angel
Playman Winter Games
Shopping Madness
Space Impact: Meteor Shield
Star Marine
Sumea Ski Jump
Swat Elite Troops
US Marine Corps Scout Sniper
Totomi
War Diary Burma
War Diary Torpedo
Wolfmoon
X-Factor



Rovio's 52nd game, they spend 8 years & went almost bankrupt

...

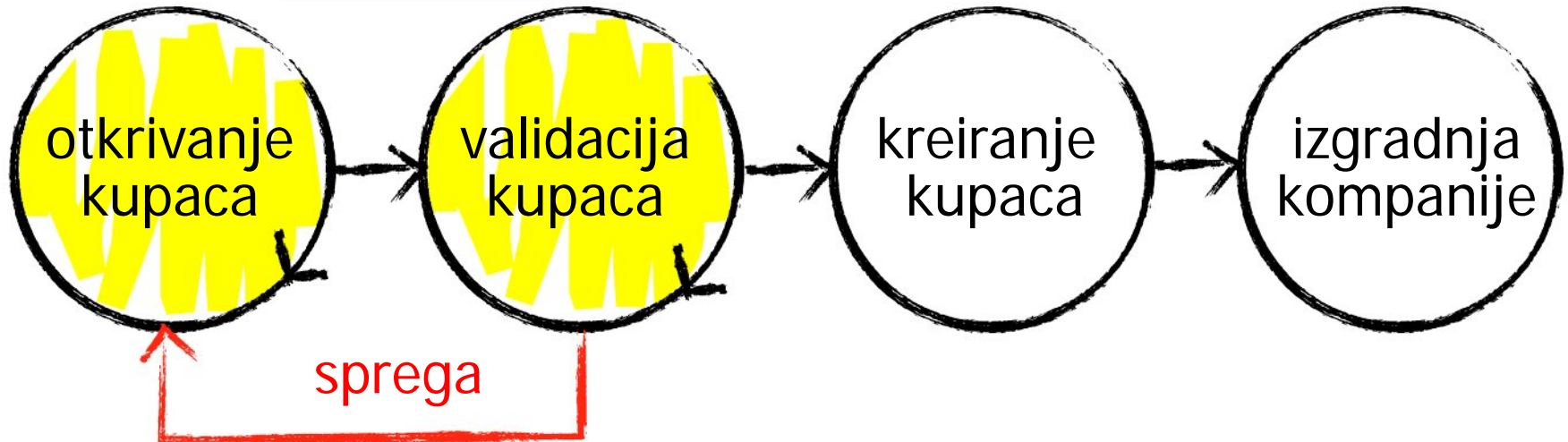
MVP – mit o uspehu preko noći!



twitter

Was some side project, while the founders where working on Odeo, podcast sharing platform.

povratna sprega



(ponavljanje * dok se ne potvrdi)



tako da imate "čvrst dokaz"?

Čestitamo!

Završili ste potragu!



Zapamtite...

5

*Nemojte da
gradite kompaniju
dok ne potvrdite
poslovni model*

ili rizikujete da

spalite vaš novac dok tragate
za modelom koji radi



Poslovanje nije potraga

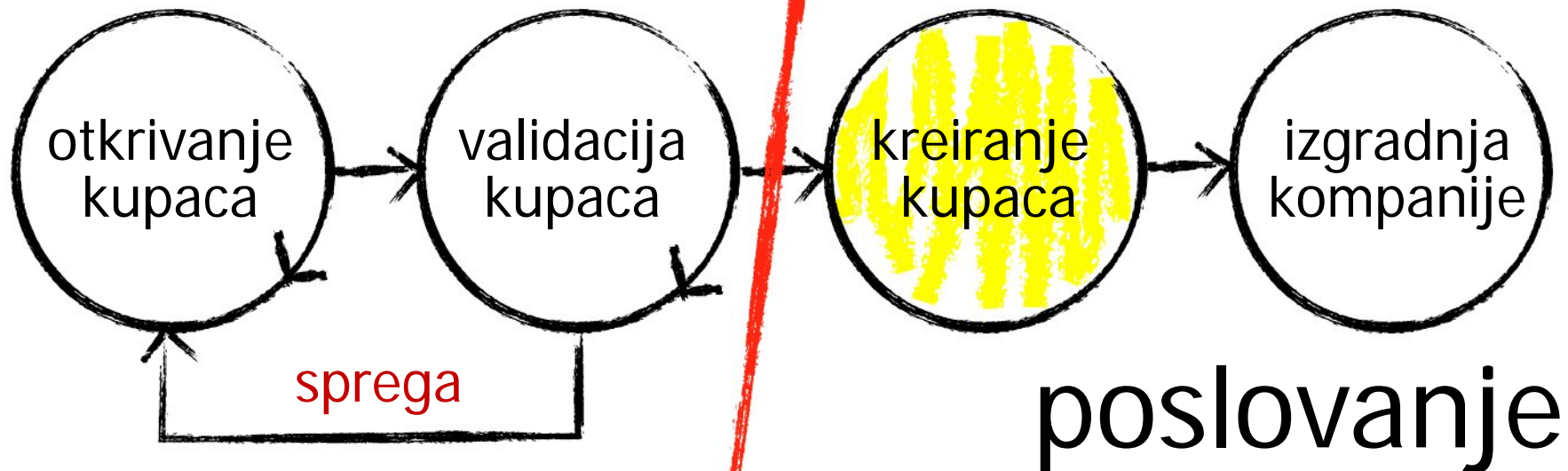
poslovanje
sledi potragu

krenite dalje kada nađete
svoj model

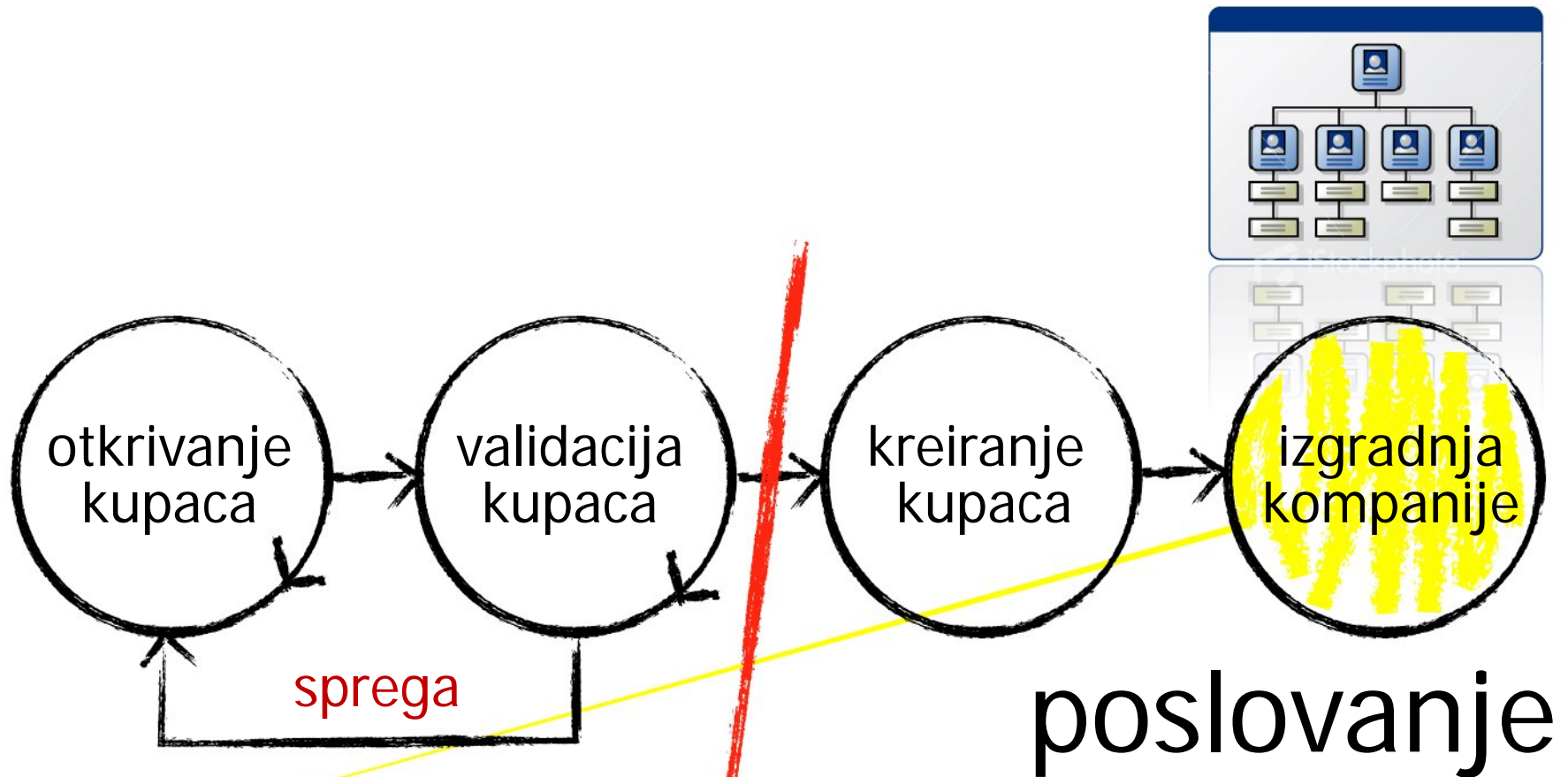


tek tada krenite u sprovođenje:

prilagodite vaš marketing



izgradite vašu organizacionu strukturu



1 *Ni jedan poslovni plan ne preživi prvi kontakt sa kupcem*

2 *Preživi poslovni model*

3 *Odvojite neophodno vreme da razmislite o svim alternativama*

4 *Vaš poslovni model je samo skup hipoteza*

5 *Ne gradite kompaniju, pre potvrde vašeg poslovnog modela*



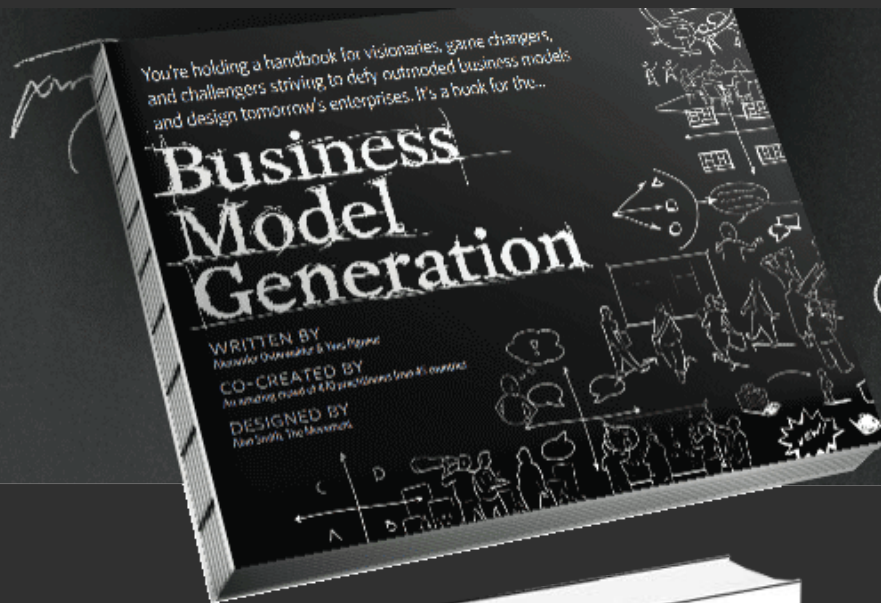
IZVORI koje smo koristili:

<http://steveblank.com/>

<http://www.businessmodelgeneration.com>

<http://theleanstartup.com/>

Literatura:



Systematically understand, design & differentiate your business model. A handbook for visionaries, game changers, & challengers.

