



TTC - MESTRADO EM MICROBIOLOGIA APLICADA
IE - MESTRADO EM MATEMÁTICA APLICADA ECONOMIA & GESTÃO
ITT - ENGENHARIA BIOMÉDICA E BIOFÍSICA
IE - OPCIONAL PARA 2º CICLO

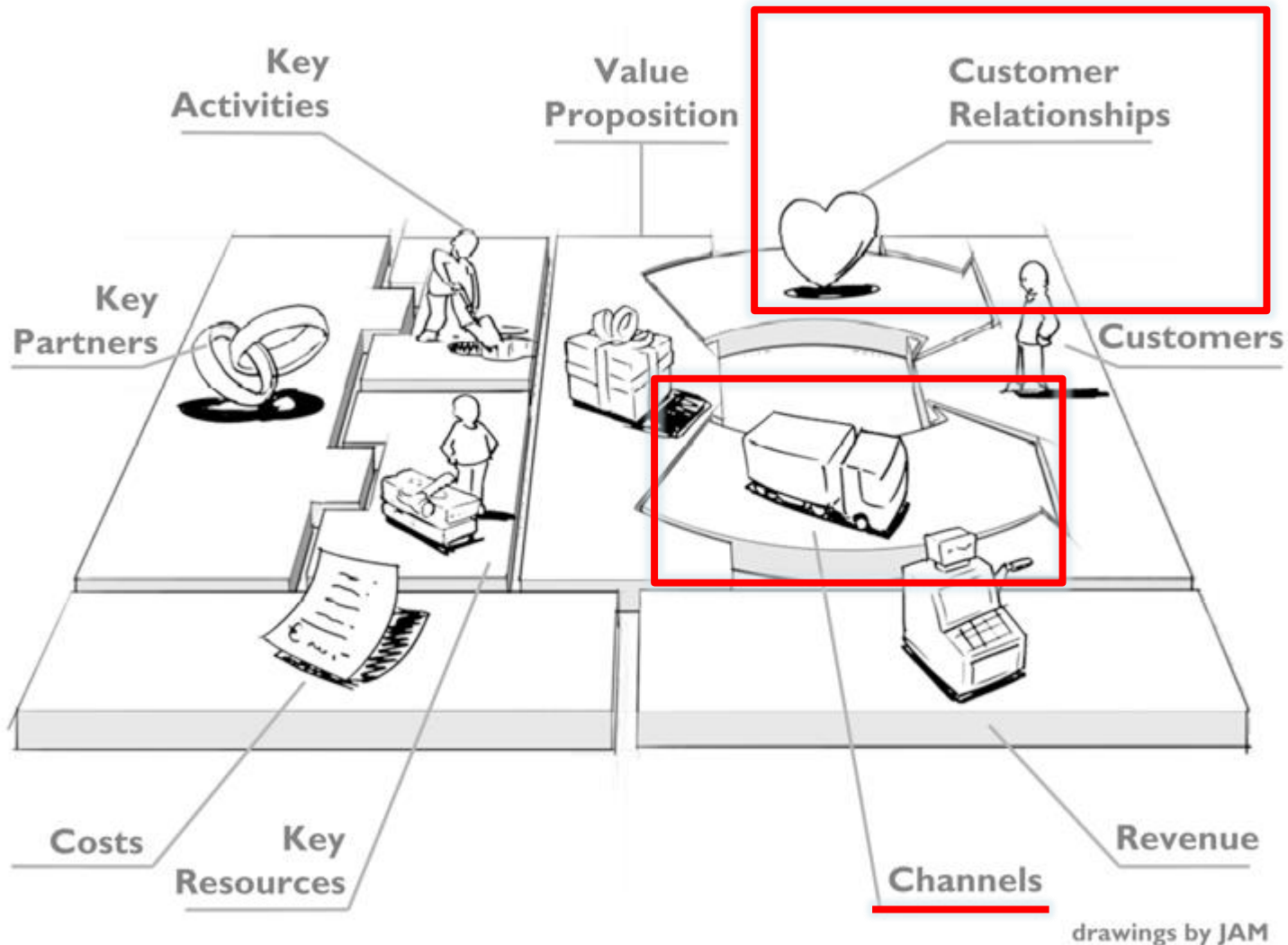
FCUL – 2019/2020

AULA 6
6 ABRIL 2020

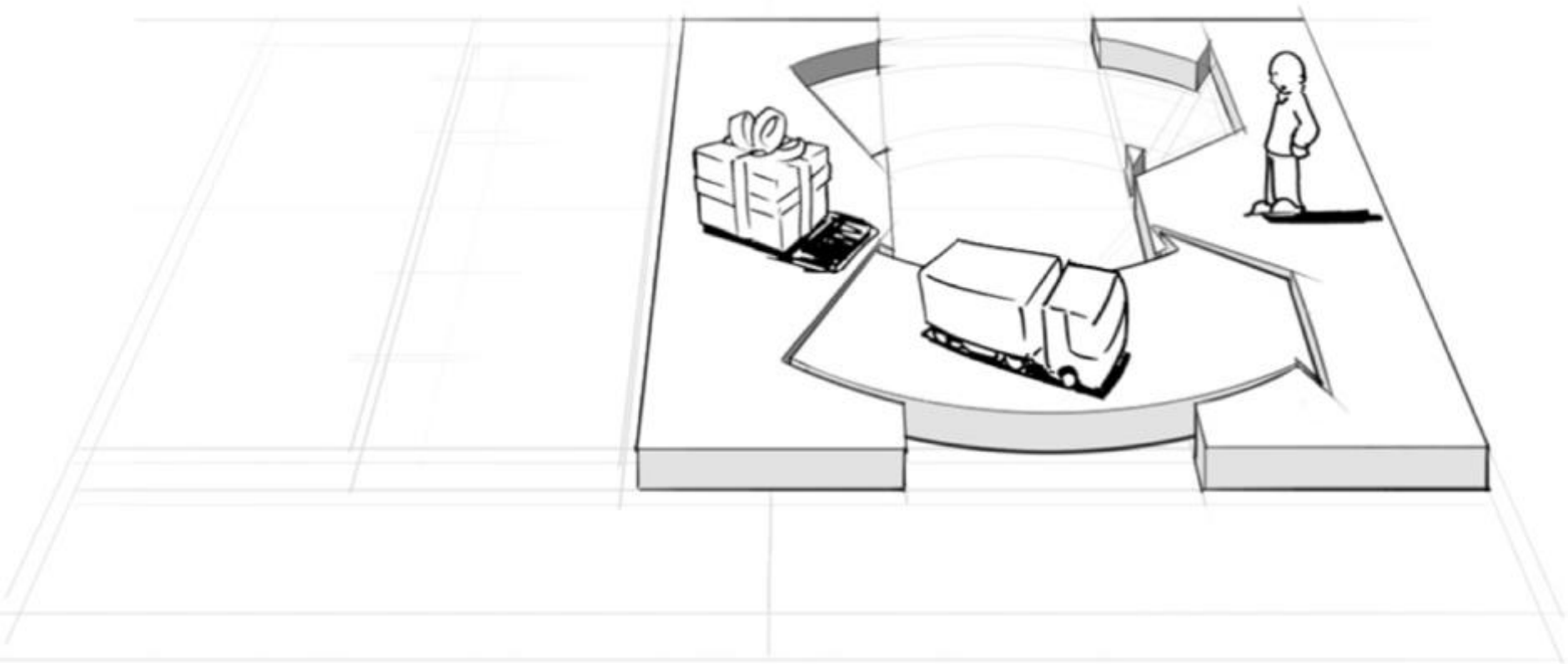
Sumário

- ◉ BM Canvas: Os Canais e Relações.
- ◉ Comunicação com o cliente. Principais métodos.
- ◉ MVP
- ◉ Análise de Mercado. Mercado e nicho de mercado. Utilizadores e Clientes. Competidores. Análise de indústria.
- ◉ Seminário Design Thinking – Rita Tomé, TECLABS
- ~~◉ Análise SWOT: apresentação do conceito e casos de estudo.~~
- ~~◉ Debate sobre uma SWOT de um negócio actual.~~
- ~~◉ Marketing Mix.~~

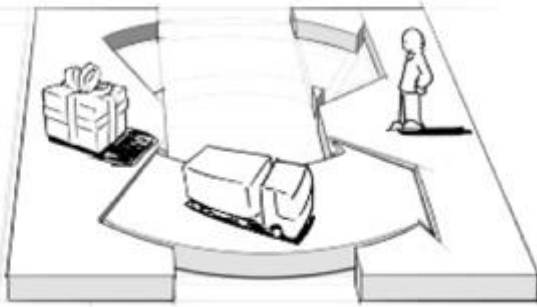
BUSINESS MODEL CANVAS



CHANNELS



CHANNELS



- How will we communicate our value proposition?
- How will we make the product get to the client?
- What are the channels my client prefers?
- Is there integration with the different channels?
- What are the best channels in terms of cost?

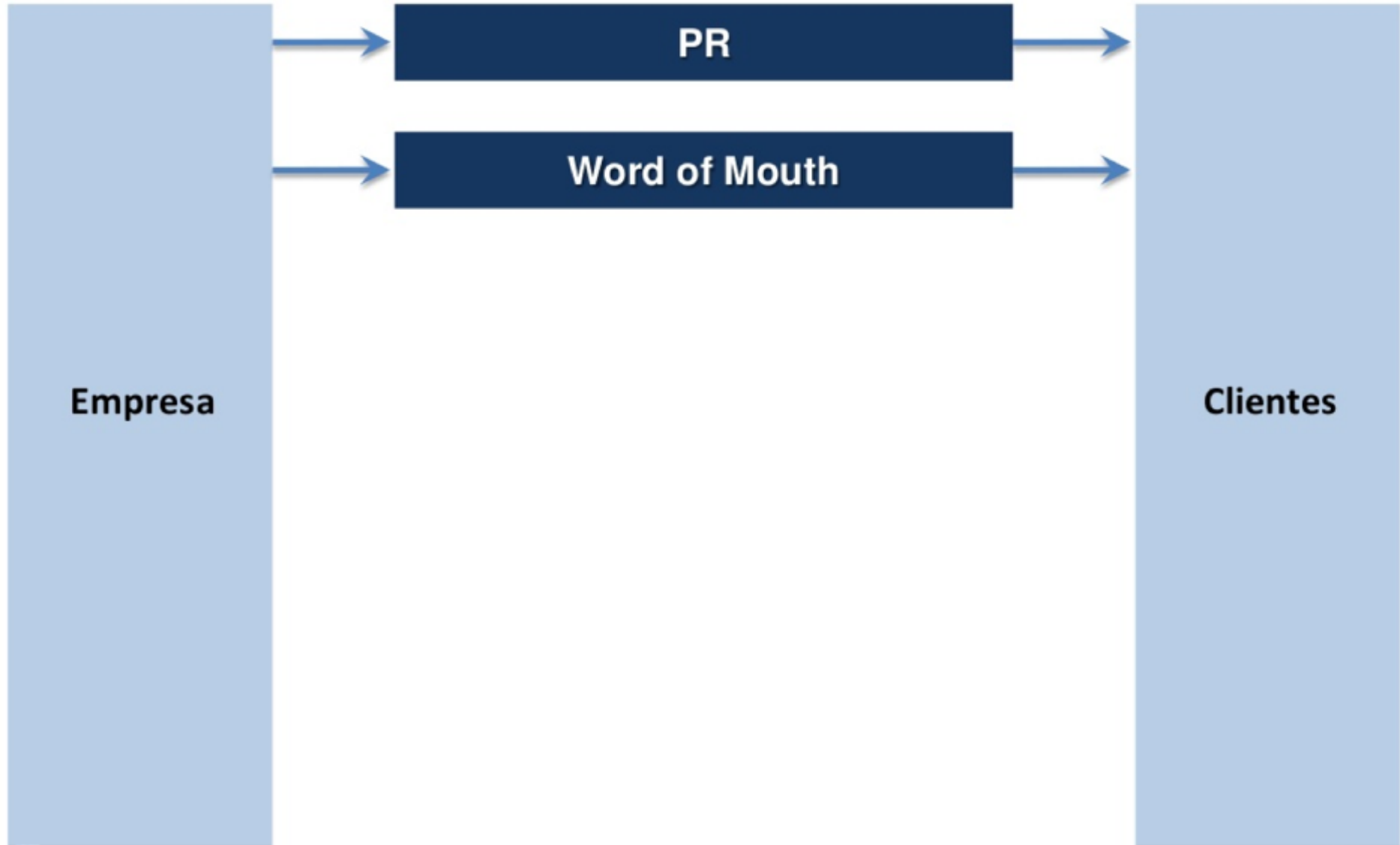
Channel's Functions

- ⦿ Define the way we communicate with our clients
- ⦿ Include
 - Marketing
 - Sales
 - Distribution
 - Post-sale support

NON- PAID MARKETING CHANNELS



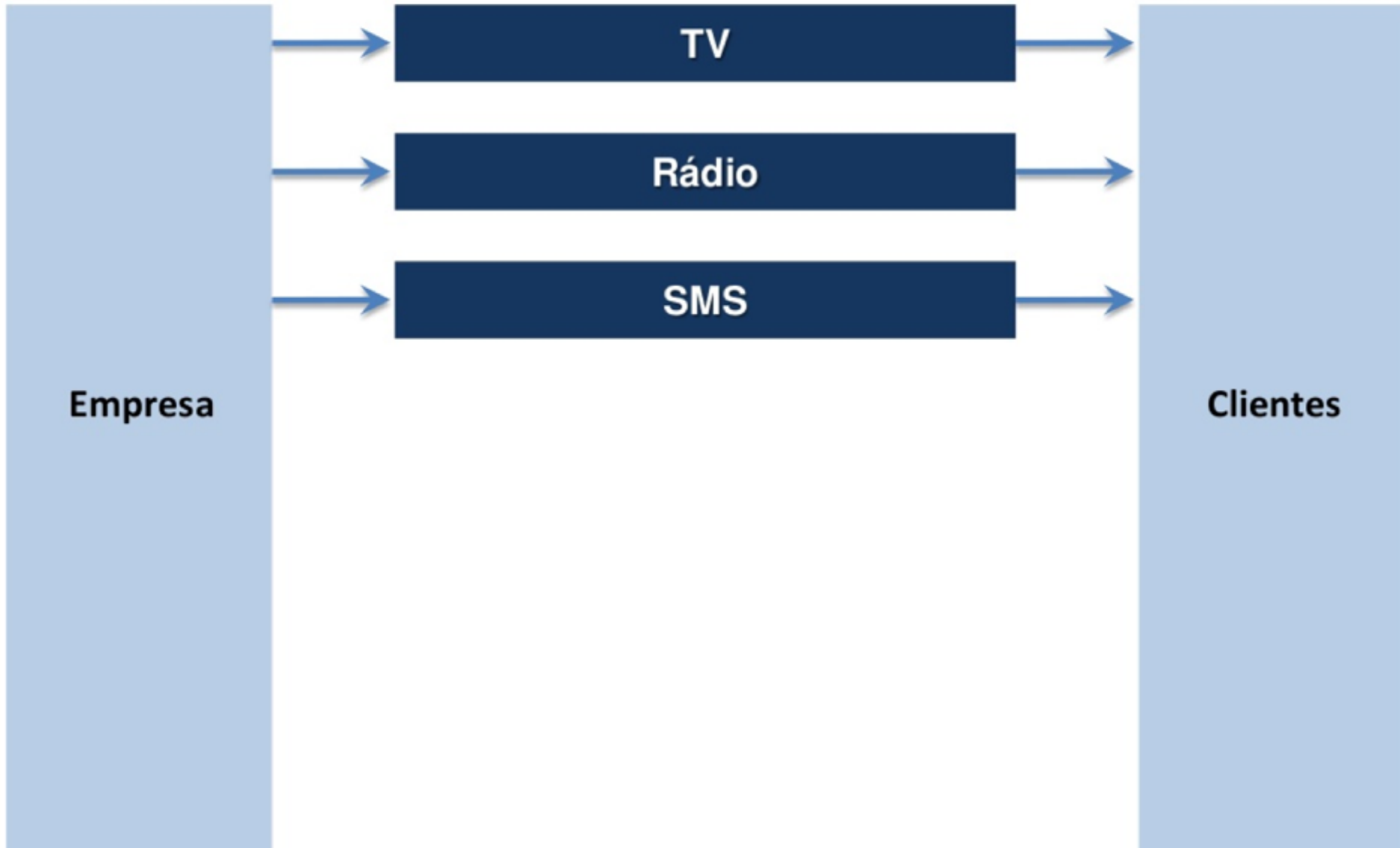
NON- PAID MARKETING CHANNELS



PAID MARKETING CHANNELS



PAID MARKETING CHANNELS



RECOMMENDED MARKETING CHANNELS



* Facebook, LinkedIn e Twitter)

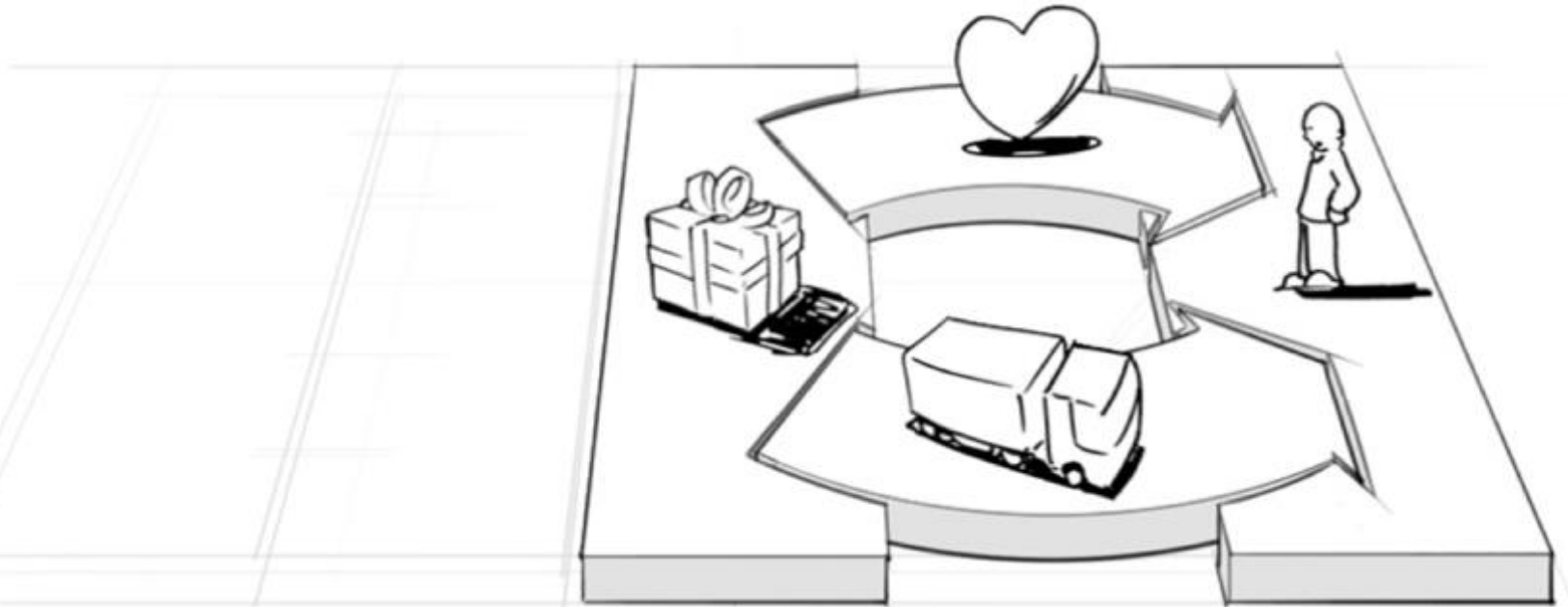
SALES CHANNELS



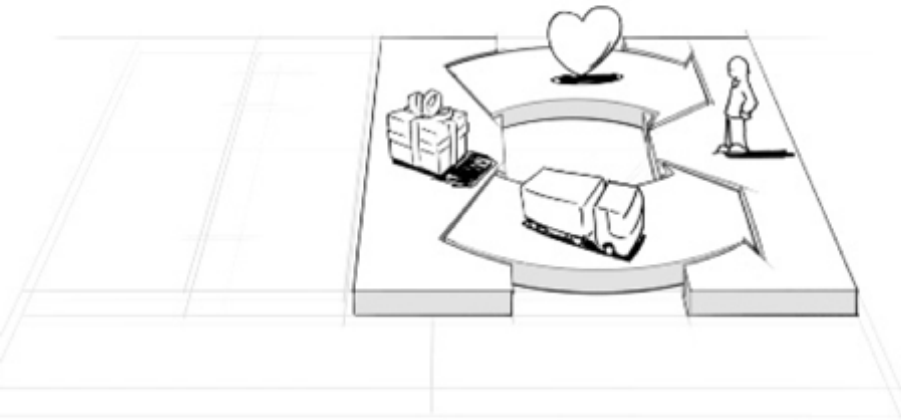
INDIRECT CHANNELS

- Lots of startups waist energy trying to create indirect channels prematurely
- The problem is that until you start having a “real business” nobody cares!
- So first YOU have to be the one selling directly, not putting your product somewhere else!

CUSTOMER'S RELATIONS

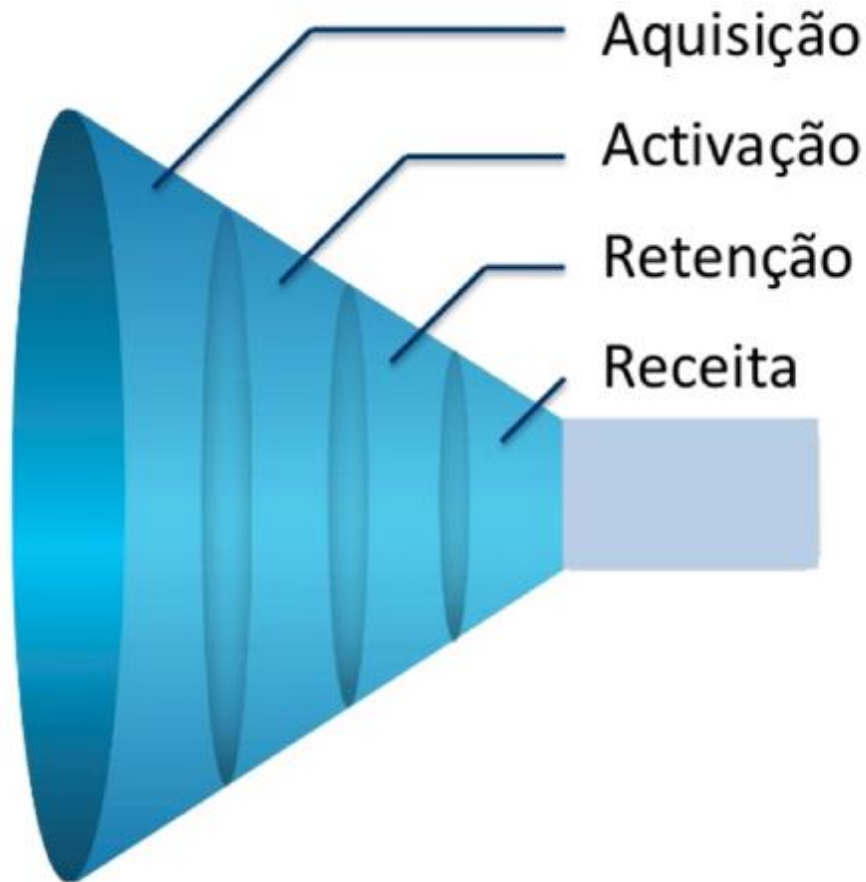


CUSTOMER'S RELATIONS



- How do we GET clients?
- How do we MAINTAIN clients?
- How do we GROW clients?
- What type of relations do my clients prefer?
- Is there integration with the rest of the model?

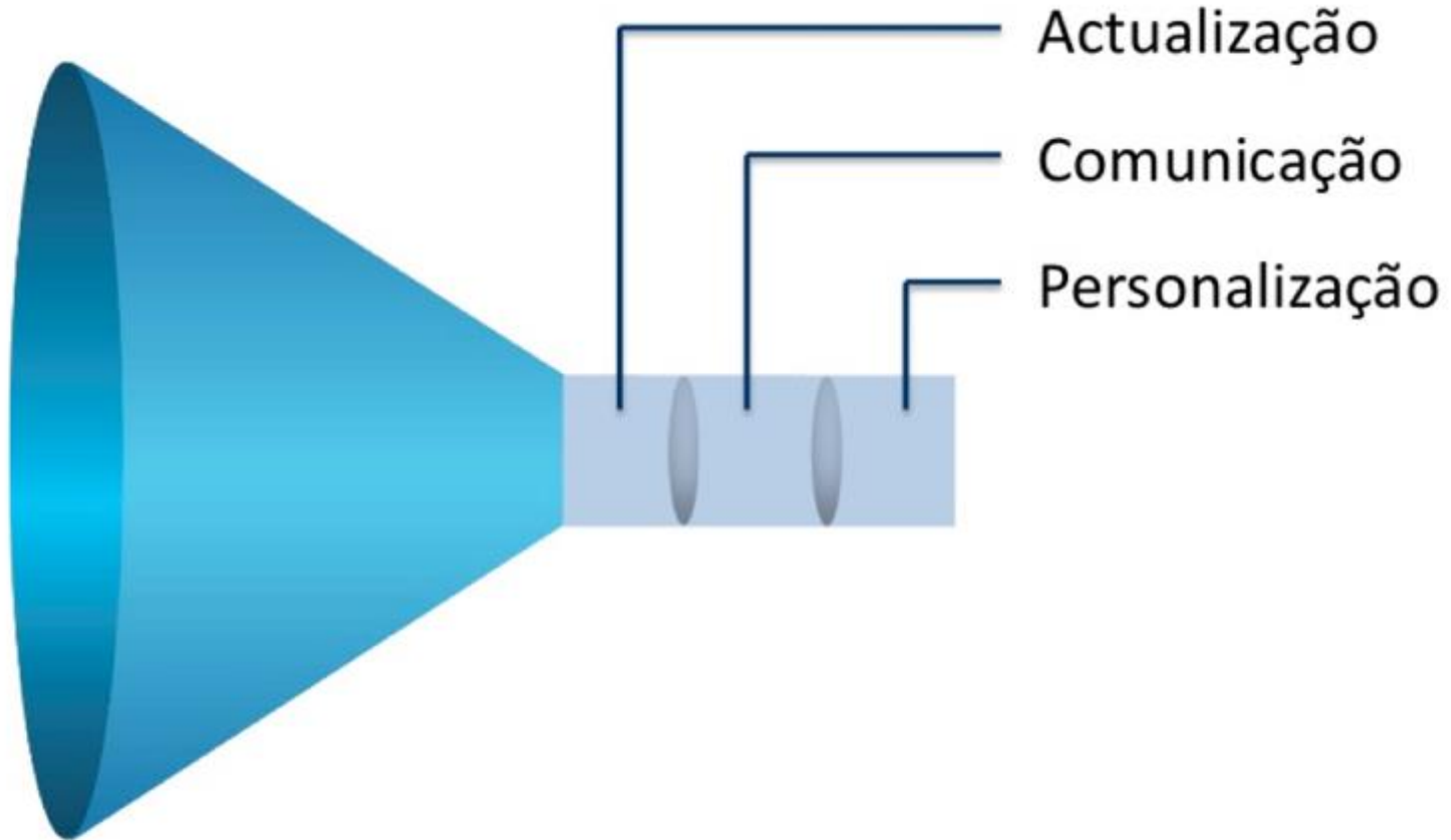
GET CLIENTS



RECOMMENDED CHANNELS

- Blog
- Web Site
- Email Marketing
- SEO
- Social Media
- Testes Grátis
- Testemunhos
- **Marketing Viral**

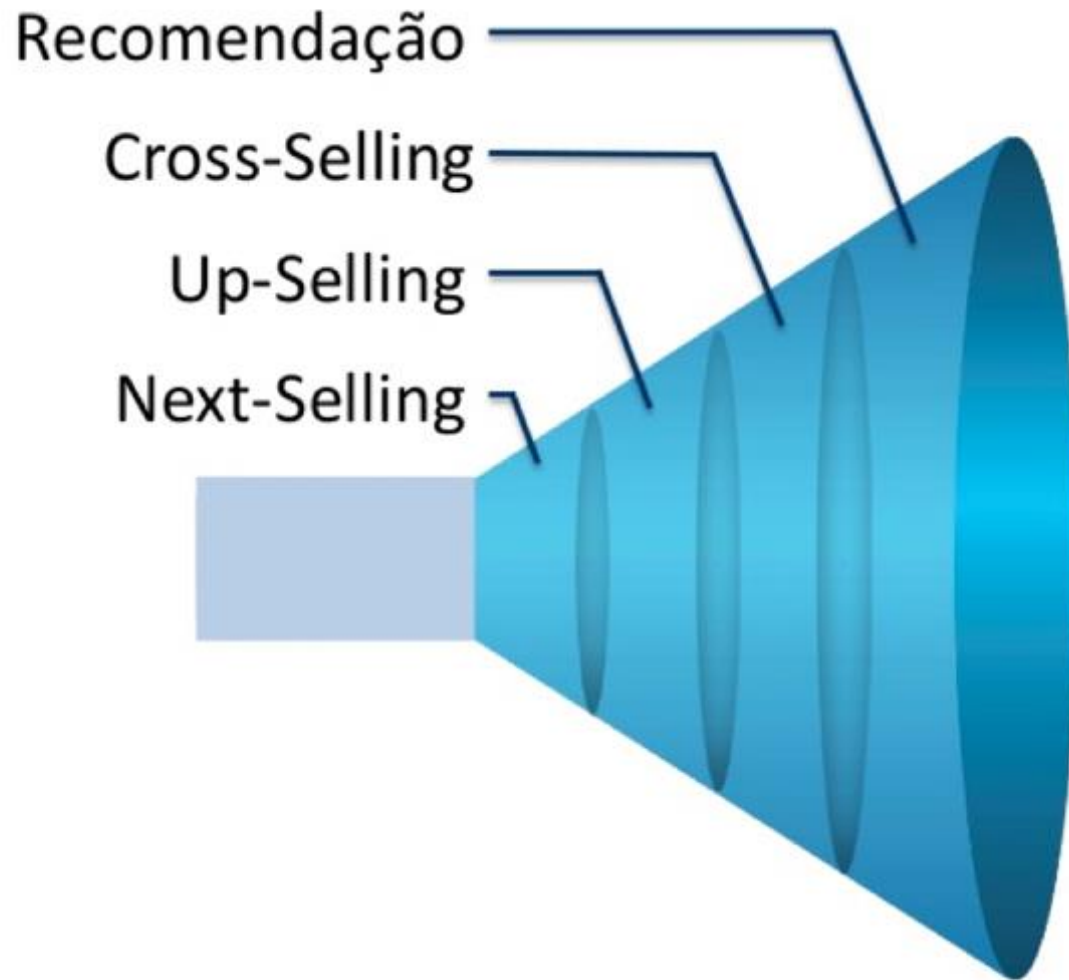
MAINTAIN CLIENTS



RECOMMENDED CHANNELS

- Blog
- Comunidades
- Social Media
- Email Marketing
- Newsletters
- **Drip Marketing**

GROW CLIENTS



RECOMMENDED CHANNELS

- Blog
- Web Site
- Comunidades
- Social Media
- Email Marketing
- Artigos de Opinião
- Recomendações

BESIDES KNOWING YOUR CUSTOMER

**WHO & WHAT IS YOUR MARKET?
AND WHAT IS YOUR INDUSTRY?**

MARKET ANALYSIS (1)

- ⦿ Requires analysis and think of positioning of venture and products/services – do YOU have something to market?
- ⦿ Must capture a substantial market in a growing industry (Market ≠ Industry)
- ⦿ Stand up to competition
- ⦿ This analysis affects all other sections of BP
- ⦿ It provides credibility to your plan

MARKET ANALYSIS (2)

◎ Define customers

- Classify by homegenous groups (**characteristics**)
- **Who** and **where** are the major purchasers
- List **potential** customers
- What is the purchasing **model** and/or process
- If you have them, show purchasing orders or commitments

MARKET ANALYSIS (3)

- Define Market size and trend
 - Show last 5 years **size** of current market
 - Show **your share** of this market
 - Show potential **annual growth**
 - Discuss **factors** that **impact** market growth
 - Review **past** trends and any **differences** between past and present

MARKET ANALYSIS (4)

- ◎ Define **competition** and competitive edges
 - Realistic assessment of **strengths** and **weaknesses** of your competitors
 - Compare competing and substitute products or services (advantages & disadvantages)
 - What is **your fundamental value**
 - Is there any knowledge on competitors that can bring you new or improved products/services?
 - Estimate **market share** and **sales**

(Unique selling Point)

- Part of your value proposition – the benefit (value) you are providing to your customer, and the statement of the job to be done to your customer
- Other can have similar value propositions – just phrase it differently

BUT

- Unique selling point is the secret sauce! Is what you have of unique, your IP, something that can't be copied in a near term

INDUSTRY ANALYSIS (1)

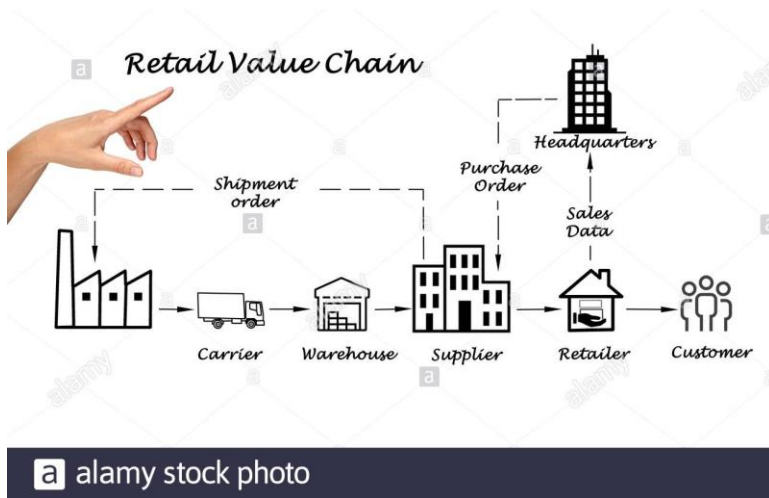
- ⦿ **Current** status of your industry and prospects for the future (where will you operate)
- ⦿ Industry **structure** and where do you fit
- ⦿ Brief market size, growth trends and competitors
- ⦿ New products or developments? **New companies**? Companies exiting? New markets and customers?
- ⦿ **Environmental profile** of the industry (energy requirements, supply chain, waste and recycling)

INDUSTRY ANALYSIS (2)

- ⦿ What is the concept of your venture?
What business are you in?
- ⦿ How will you operate in this industry?
- ⦿ Where do you fit and why was there a need?
- ⦿ What product(s) or service(s) will you offer? How do they help the industry needs?

INDUSTRY ANALYSIS (3)

VALUE CHAIN & POSITIONING



- A value chain is a string of companies working to satisfy the market demands
- Different types of companies
- Different types of roles
- How will you be feed and feed the others?

INDUSTRY ANALYSIS (4)



SO, YOU ARE NOW READY

**TO HAVE A CLEAR VIEW OF
YOUR K2B VENTURE**

The Venture (1)

- ⦿ What is your proposal and business concept?
- ⦿ What are your products/services?
- ⦿ What is your industry?
- ⦿ What is your market?
- ⦿ How will you enter it?
- ⦿ How much will it cost?
- ⦿ How profitable will it be? How will it grow?

ITERATE. ITERATE. ITERATE

**BUT HOW CAN YOU ACTUALLY INTERACT WITH A
POTENTIAL CLIENT?**