



# ● Empreendedorismo em Ciências

CLASS # 4  
DESIGN THINKING AND  
BUSINESS MODEL CANVAS  
2020/2021



# CONTENTS OF TODAY'S CLASS



Here's what we are going to explore in today's class:

1. Design Thinking Part II – Practical exercise
2. Business Model Canvas
  - What is it and why do we use it
  - 9 building blocks of the canvas
  - Practical exercises



# DESIGN THINKING

## Problem Space

## Solution Space

### ENTENDIMENTO

### EMPATIA

### SÍNTESE

### IDEAÇÃO

### PROTOTIPAGEM

### TESTE

- Team Building
- Avaliação do Problema
- Criação de base comum de entendimento
- Redefinição do problema
- Planeamento Pesquisa

- Pesquisa de campo
- Identificar necessidades
- Explorar contextos
- Entender stakeholders
- Recolher descobertas

- Analisar dados de pesquisa
- Criar significado
- Mapear perfis de utilizador (personas)
- Identificar oportunidades
- Definir princípios de design

- Gerar ideias/ hipóteses
- Criar cenários
- Mudar perspectiva
- Considerar constrangimentos
- Priorizar e decidir

- Tangibilizar ideias
- Criar e experimentar soluções
- Antecipar potenciais falhas como forma de aprender e melhorar

- Validar solução com utilizadores
- Recolher feedback
- Iterar e desenvolver



## DESIGN THINKING CHALLENGE

Find new and innovative  
solutions for online learning



45min total



Teams of 5/7



Use Miro





## 1ST STEP

Work on that empathy, google and gather information about the problem, ask students and then try to synthesize the information into 2/3 main insights



15min





## 2ND STEP

Start ideation phase and remember to go for quantity and not quality. Manage well your time and save some time to summarize the main creative ideas which you find have more potential.



15min





### 3RD STEP

It's time to prototype your solution and be ready to show it to everyone. Prepare a 30 seconds pitch of what your solution is and show your prototype proudly!



10min



# BUSINESS MODEL CANVAS



# BUSINESS MODEL CANVAS

“A business model describes the rationale of how an organization creates, delivers and captures value”

Alexander Osterwalder, Strategyzer



# BUSINESS MODEL CANVAS

How can you  
describe your  
Business Model?





Why do we use  
Business Model  
Canvas?



LET'S IMAGINE YOU ARE **GROUP A** AND GIVEN



NOW IMAGINE YOU ARE **GROUP B** AND GIVEN THIS:



# BUSINESS MODEL CANVAS

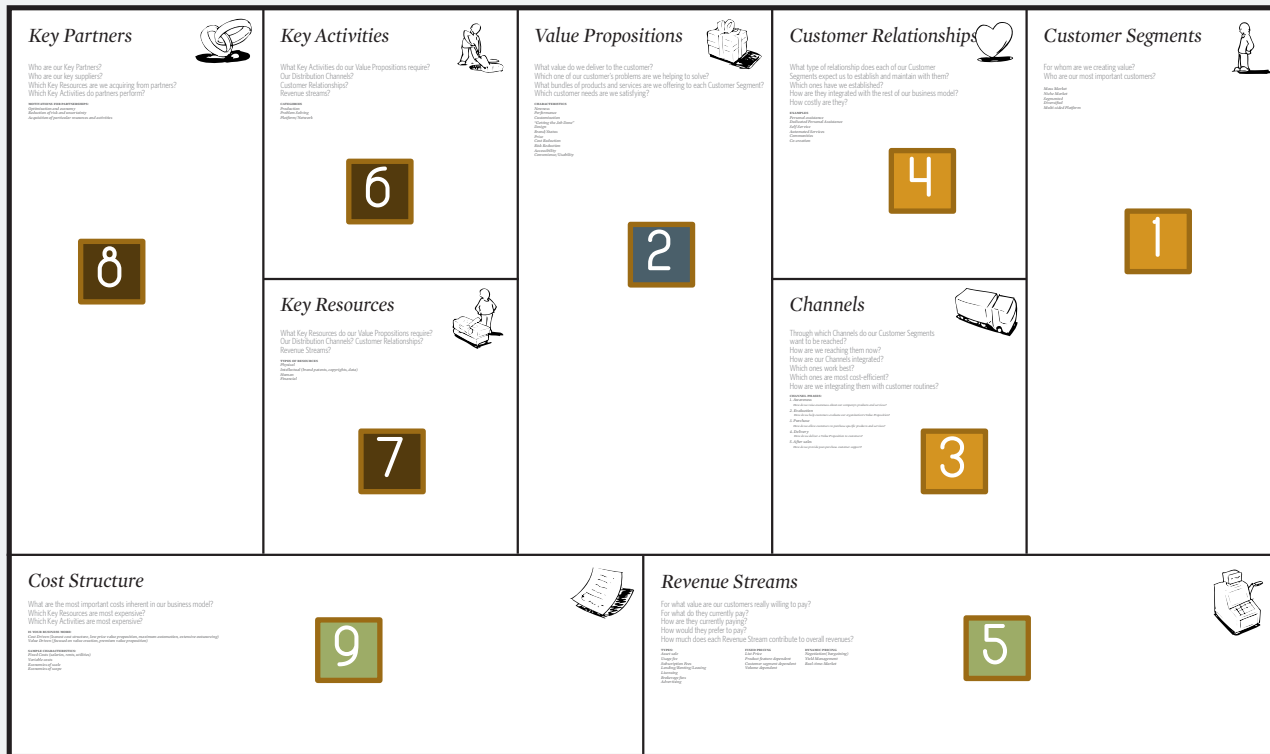
# The Business Model Canvas

*Designed for:*

*Designed by:*

**One:**

*Iteration:*





# 9 BUILDING BLOCKS OF BMC

01

## Customer segment

Who are your clients? And understand the difference between a client and user

02

## Value proposition

What is the problem you are trying to solve or value you are trying to create to your customers

03

## Channels

How are you going to communicate your value proposition

04

## Customer relationships

How are you going to obtain those costumers and what kind of relation are you going to establish with them

05

## Revenue streams

What types of income flow can you identify





# 9 BUILDING BLOCKS OF BMC

06

## Key activities

What are the critical activities demanded by the business model

07

## Key resources

What are the key resources you need in order to successfully implement your business model

08

## Key partners

Who are the critical partners and suppliers to your business

09

## Cost Structure

What is the resulting cost structure





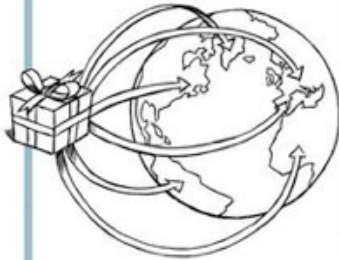


Let's have a  
Merry BMC!

## KEY PARTNERS



## KEY ACTIVITIES



## KEY RESOURCES



## VALUE PROPOSITION



## CUSTOMERS RELATIONSHIP



## CUSTOMERS



## CHANNELS



## COST STRUCTURE



## REVENUE STREAM





Let's practice a little  
bit more?














# Visão Geral do Modelo de Negócio

Elaborado para:

Elaborado por:

Em: Dia Mes Ano

Interação: No

<p>Parceiros Chave </p>	<p>Atividades Chave </p> <p>Recursos Chave </p>	<p>Proposições de Valor </p>	<p>Relacionamento com Clientes </p> <p>Canais </p>	<p>Segmentos Clientes </p> <p>Para quem nós estamos criando valor? Quem são nossos mais importantes clientes?</p> <p>Ativos do cliente Relações do cliente Canais do cliente Relacionamentos do cliente Segmentos do cliente</p>
<p>Estrutura de Custos </p>		<p>Fluxo de Receitas </p>		



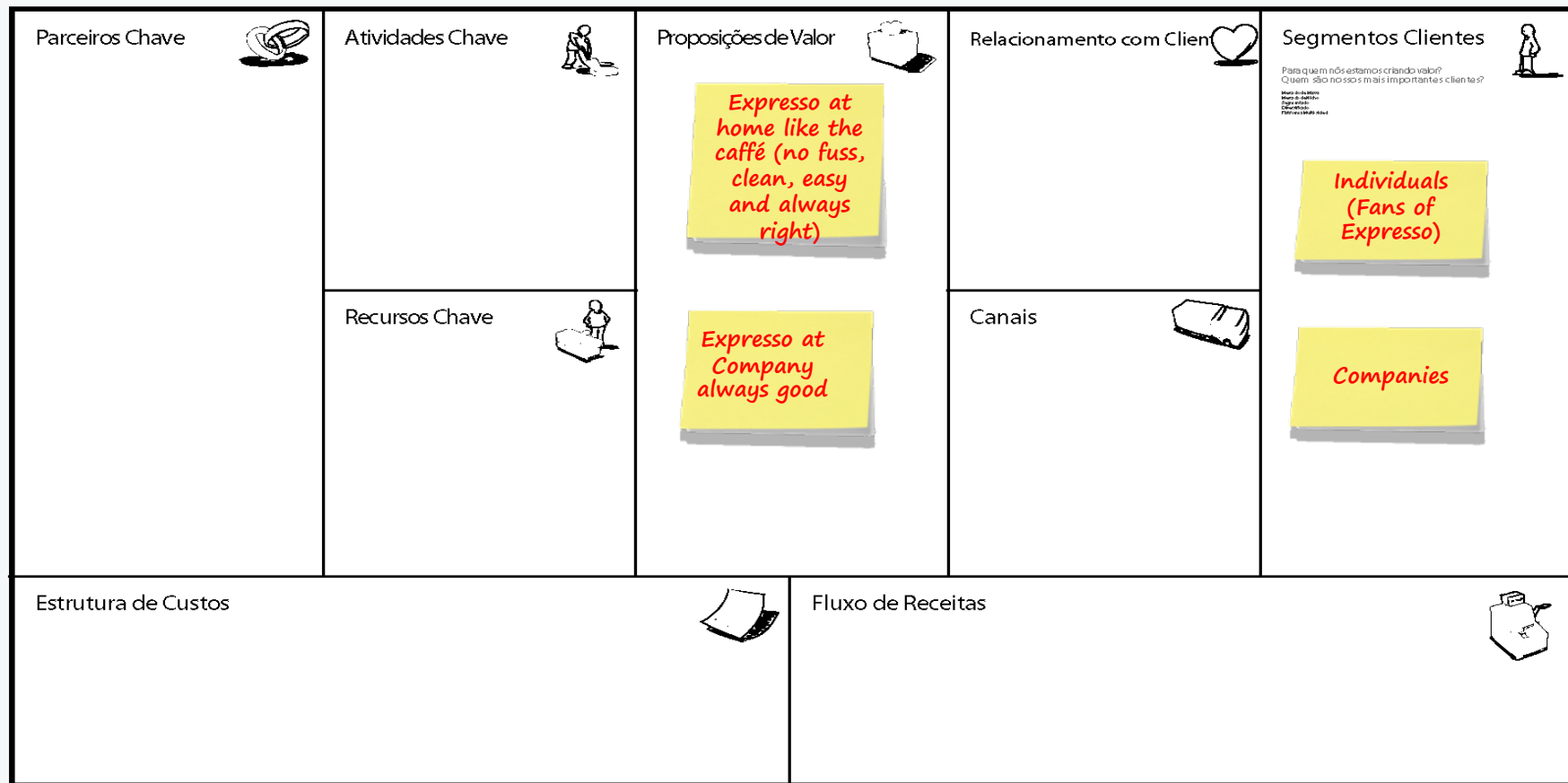
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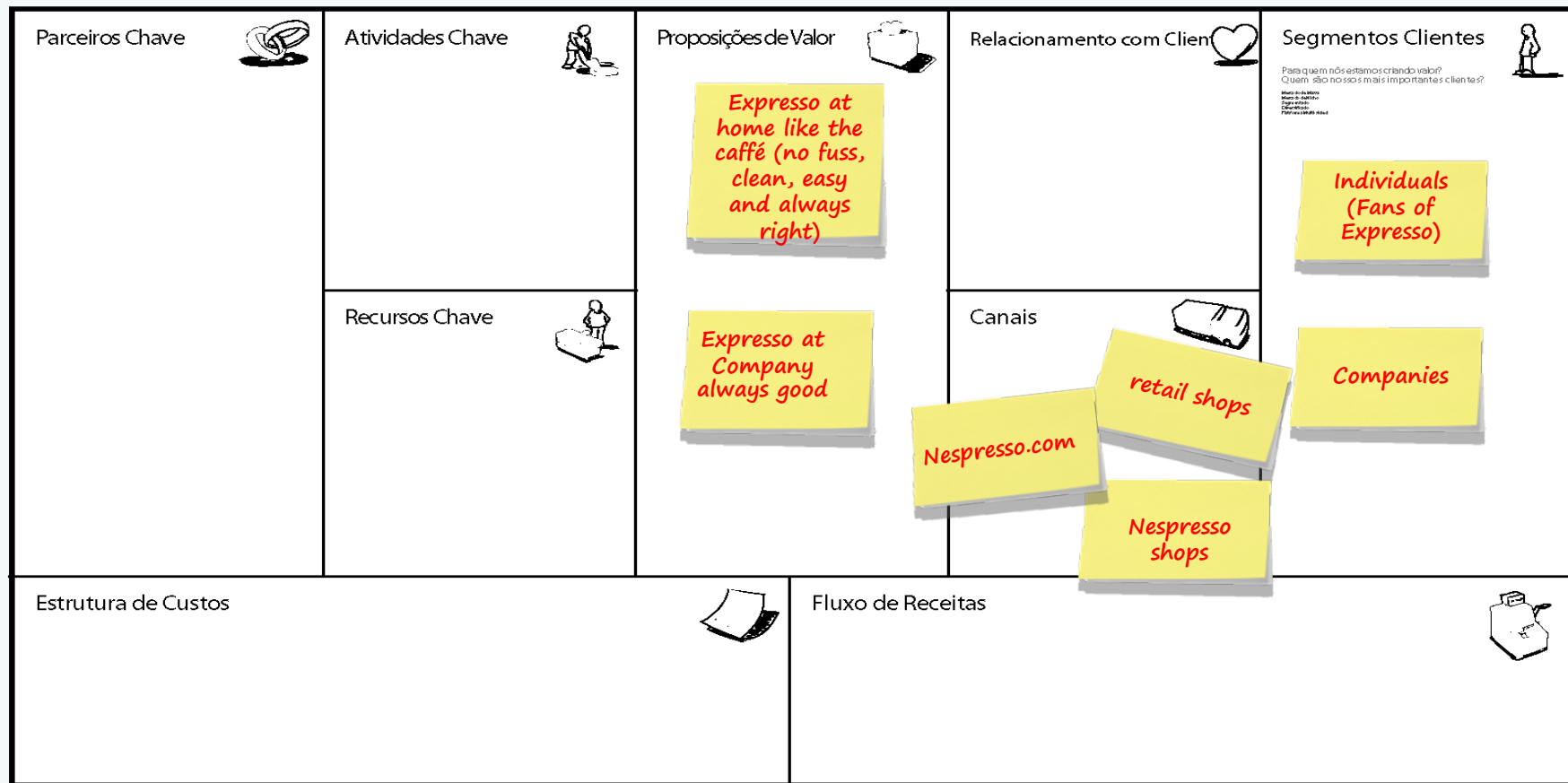
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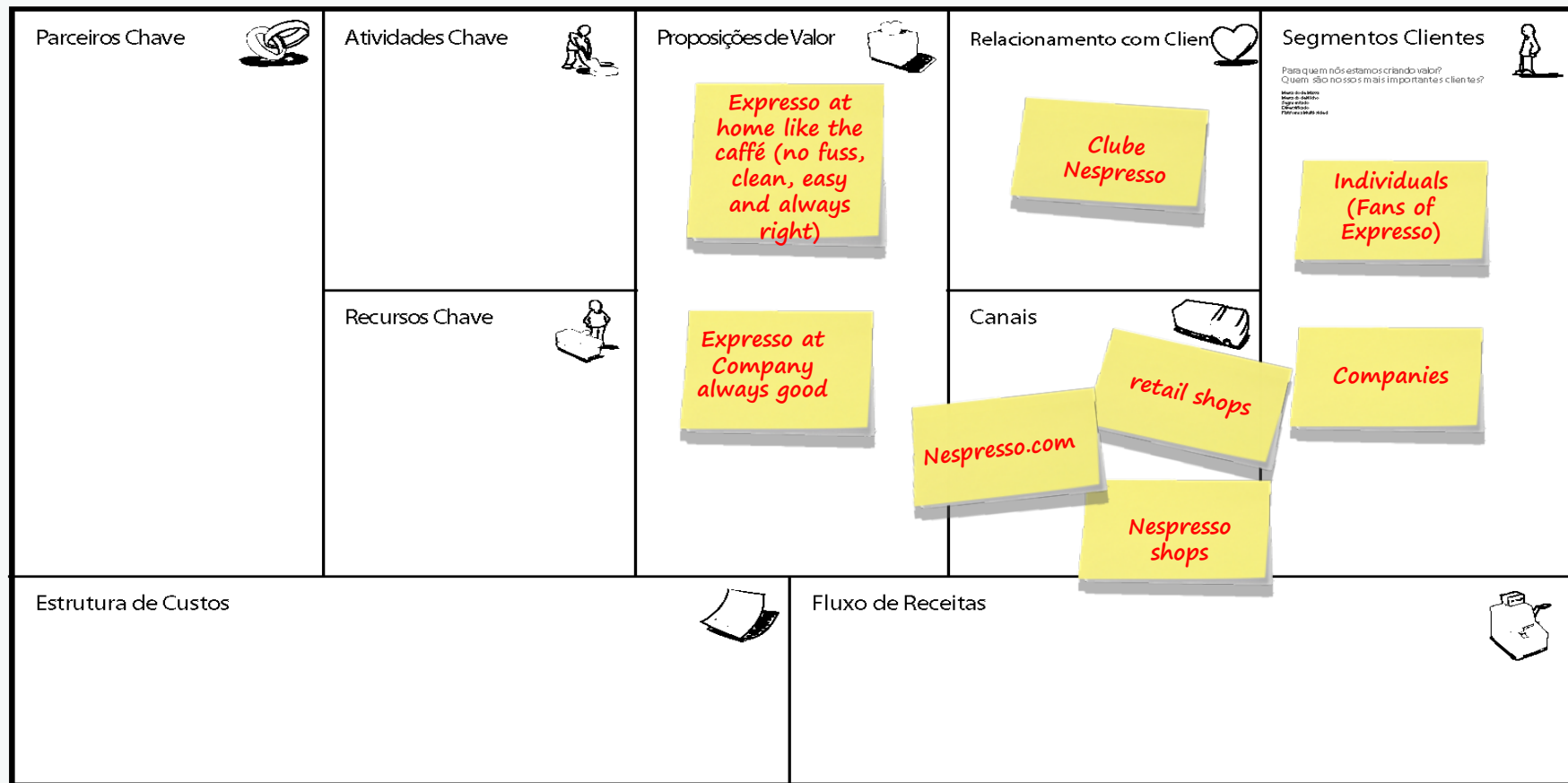
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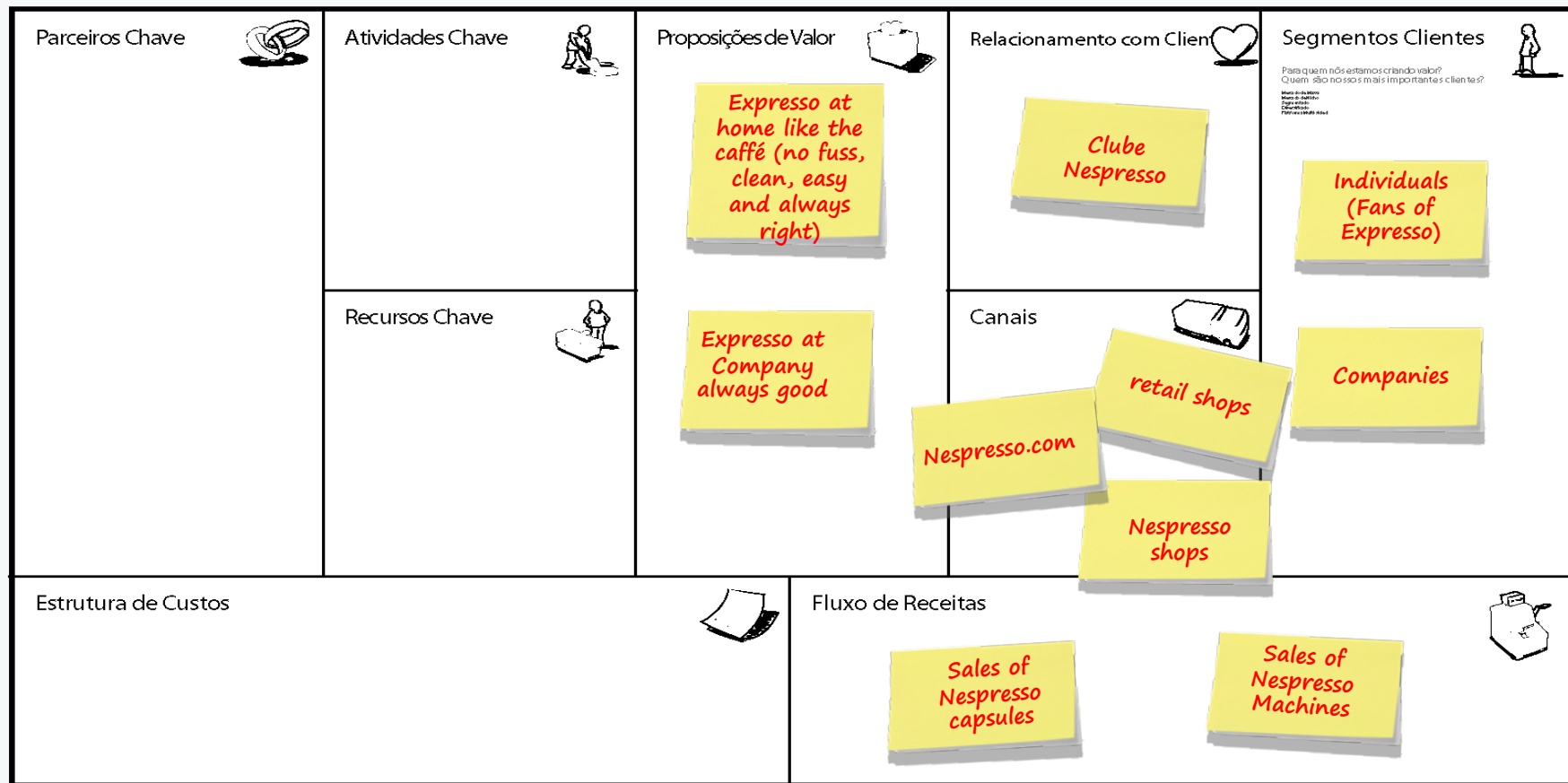
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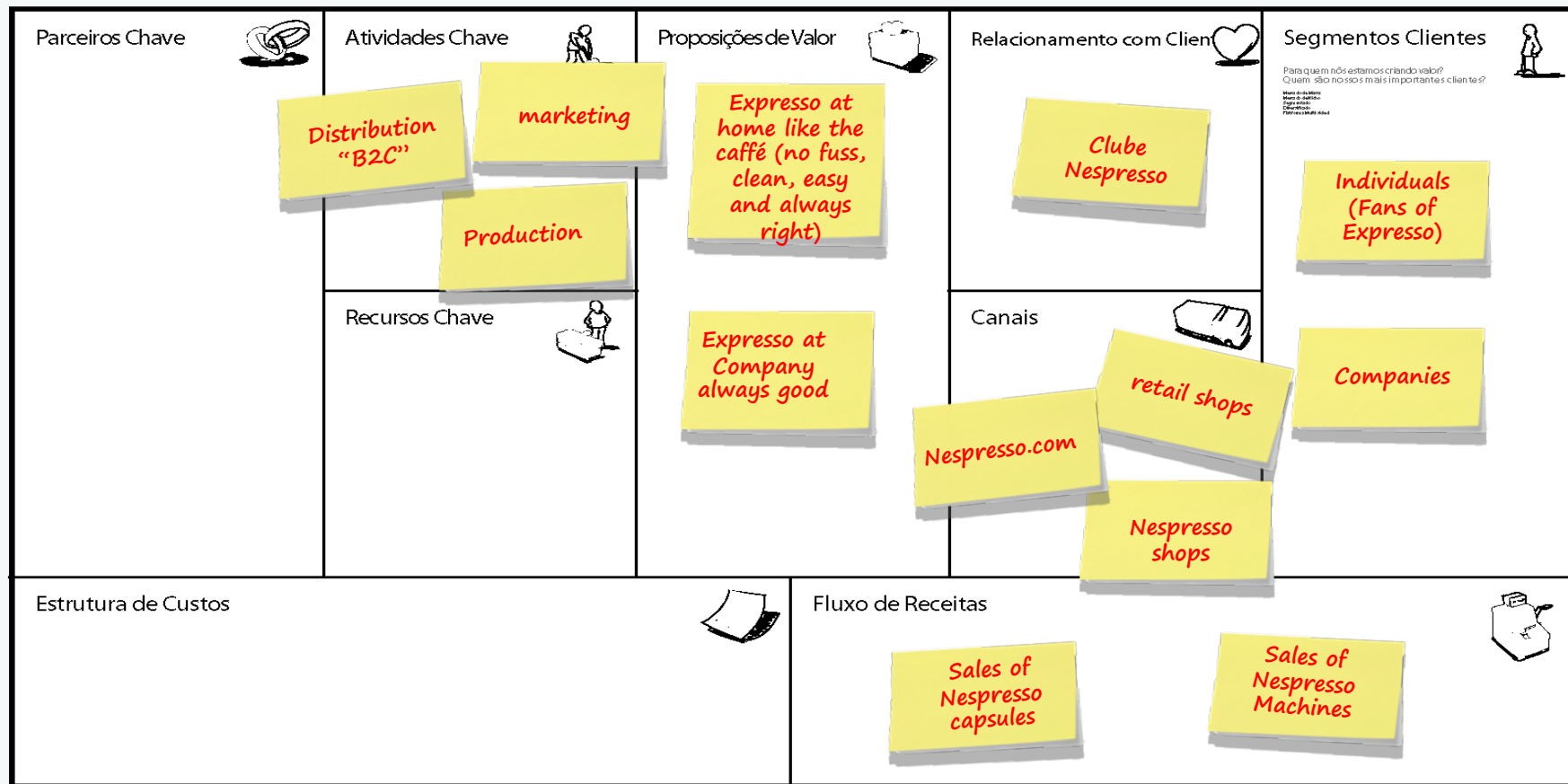
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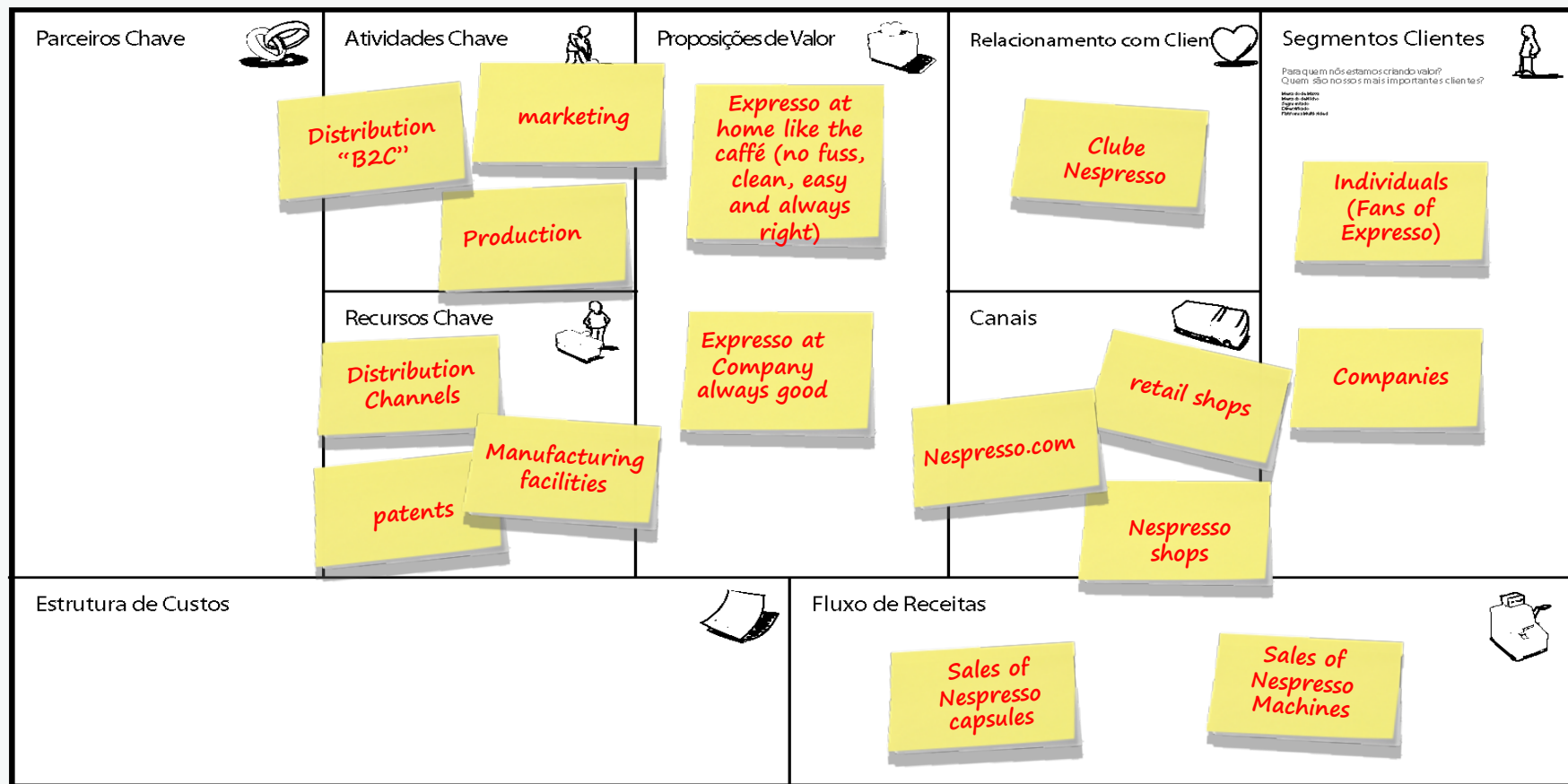
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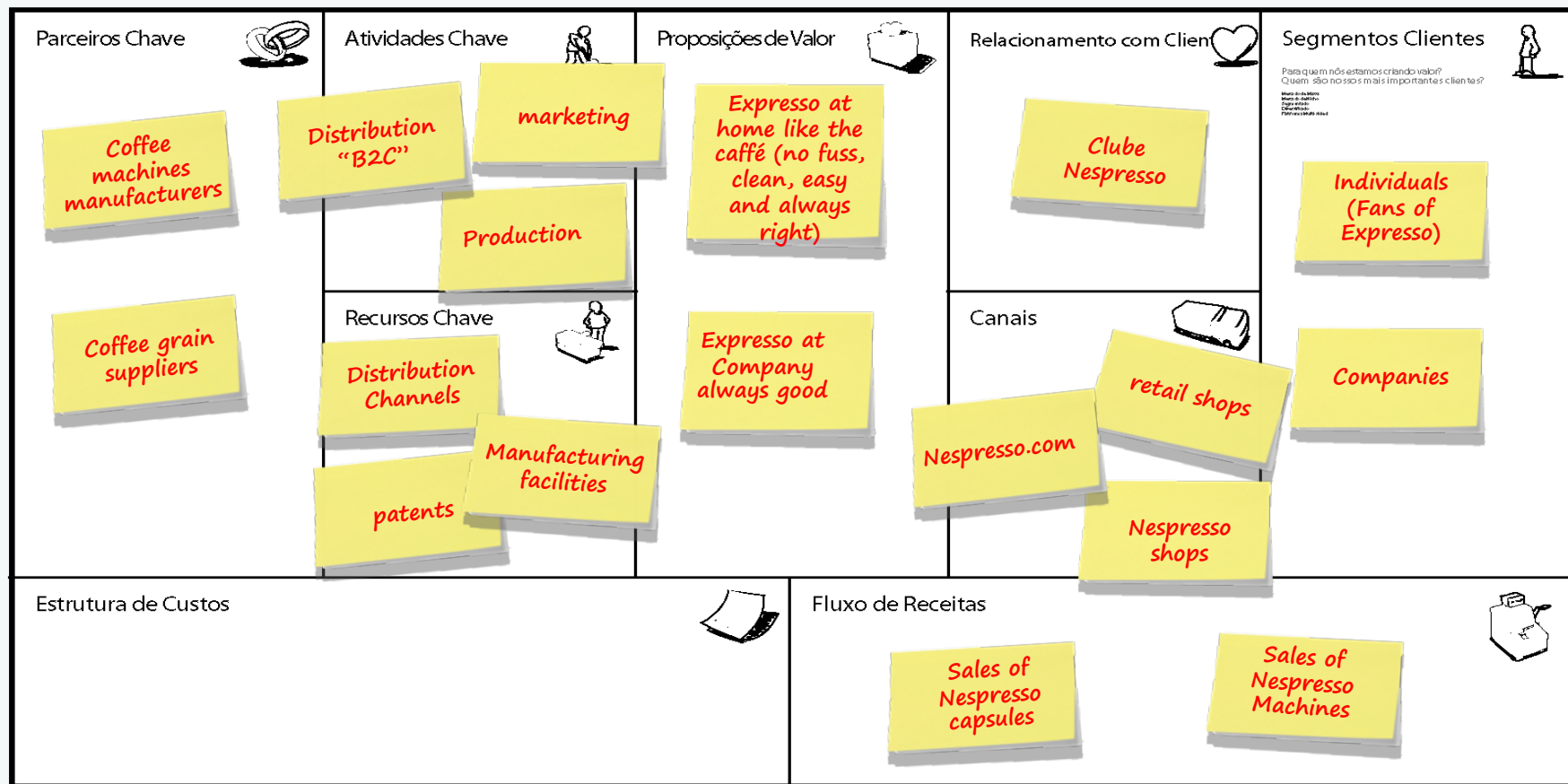
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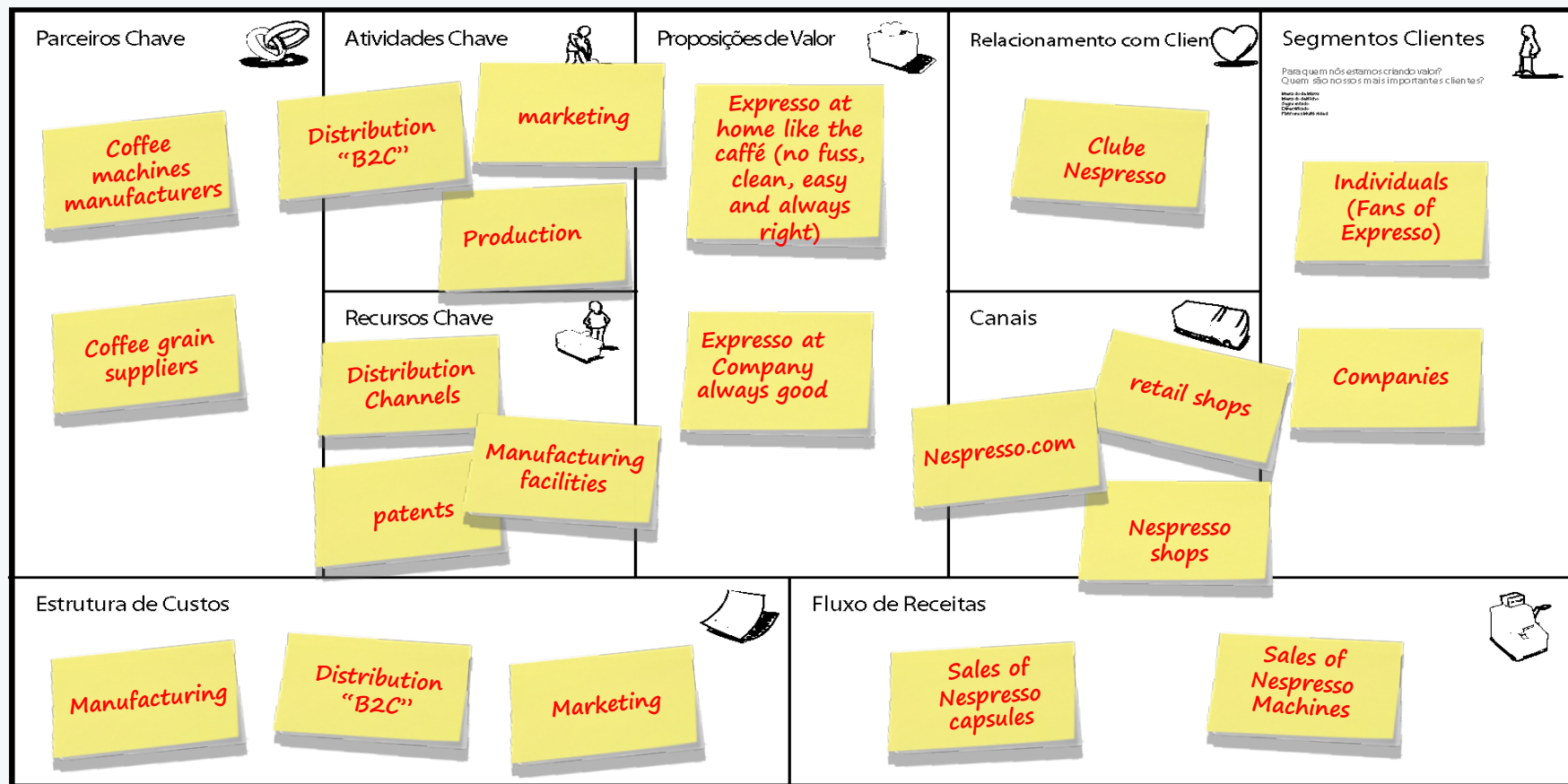
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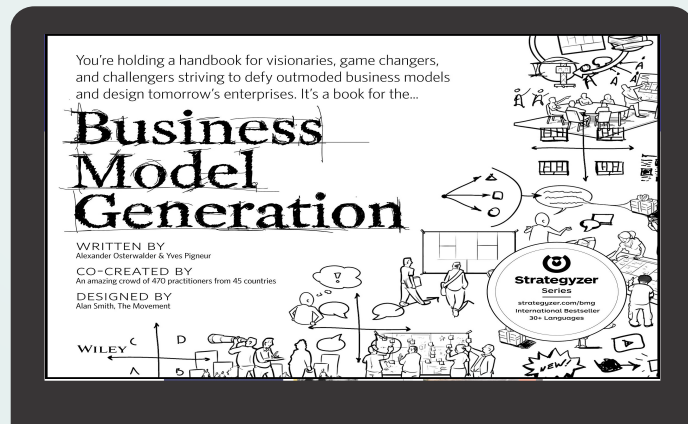
Elaborado por:

Em: Dia Mês Ano

Interação: No



# KNOW MORE ABOUT BUSINESS MODEL CANVAS



# THANKS

Do you have any questions?

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[www.teclabs.com](http://www.teclabs.com)



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