



THE DEVELOPER'S CONFERENCE

Trilha – Análise de Negócios

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Agenda



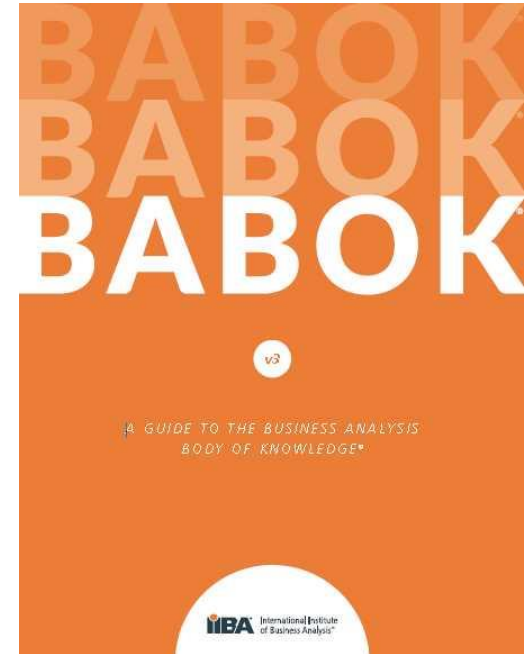
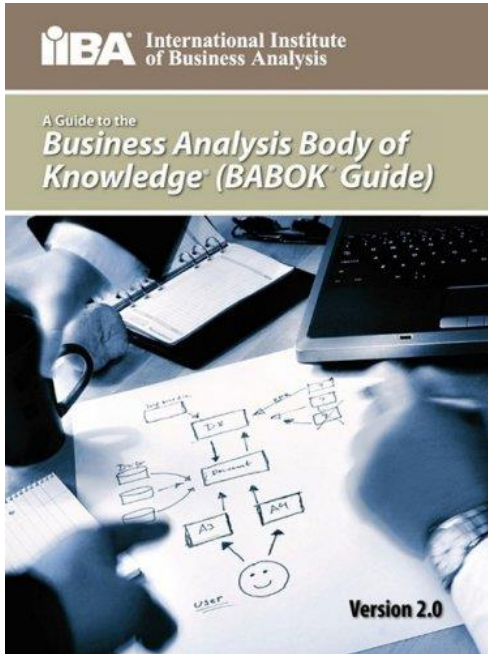
- Introdução
- BACCM
- Pré-Incubação
- TUFELIS
- Comunidade

Introdução



UNIVERSIDAD NACIONAL DE TRUJILLO

Introdução

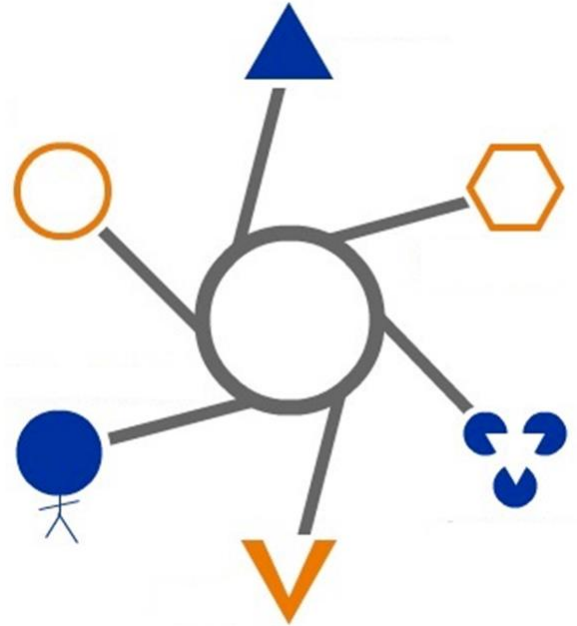


BACCM



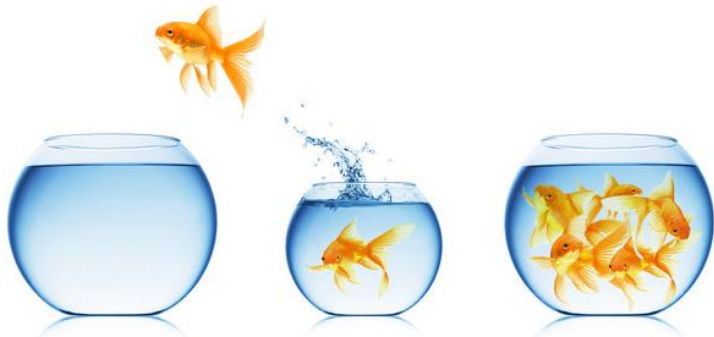
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Business
Analysis
Core
Concept
Model



- Mudança
- Solução
- Contexto
- Valor
- Parte Interessada
- Necessidade

Mudança



O ato de transformação em
resposta a uma necessidade

BACCM



Necessidade



Um problema ou uma
oportunidade a ser abordada

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Solução



Uma maneira específica de
satisfazer uma ou mais
necessidades em um contexto

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Parte Interessada



Um grupo ou indivíduo com um relacionamento com a mudança, necessidade ou solução

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Valor



O valor, importância ou utilidade de algo para uma parte interessada dentro de um contexto

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Contexto

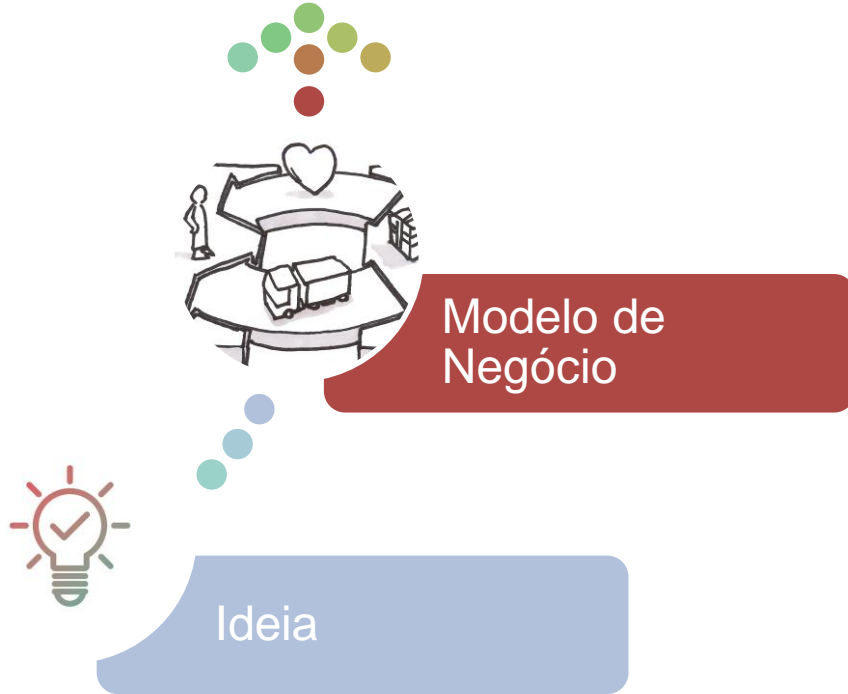


As circunstâncias que influenciam, são influenciadas e fornecem compreensão da mudança

Pré-Incubação



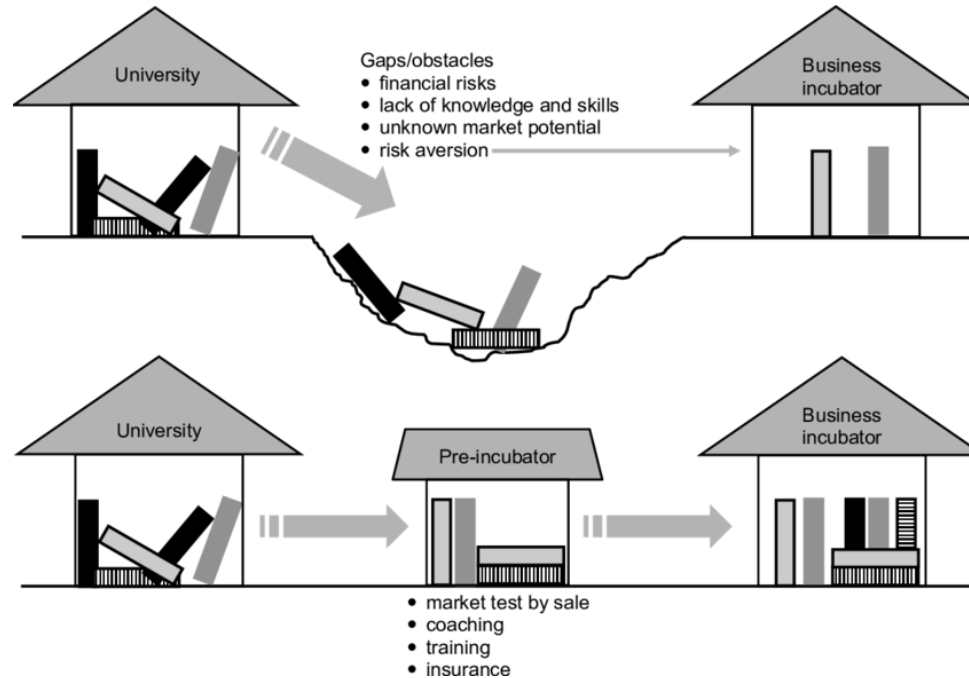
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Pré-Incubação



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The pre-incubator: a longitudinal study of 10 years of university pre-incubation in Wales

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Innóvate Perú

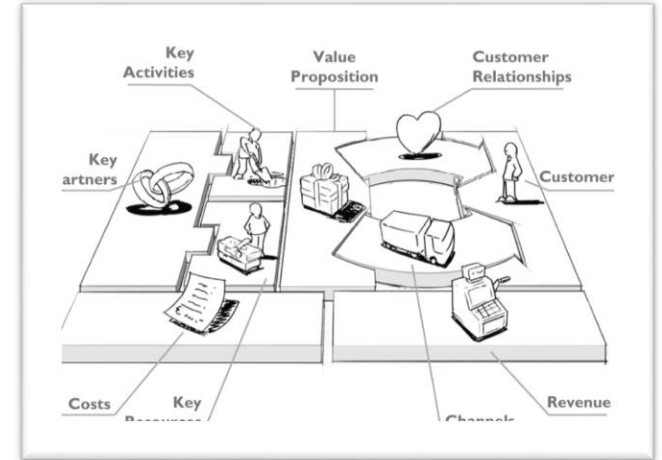
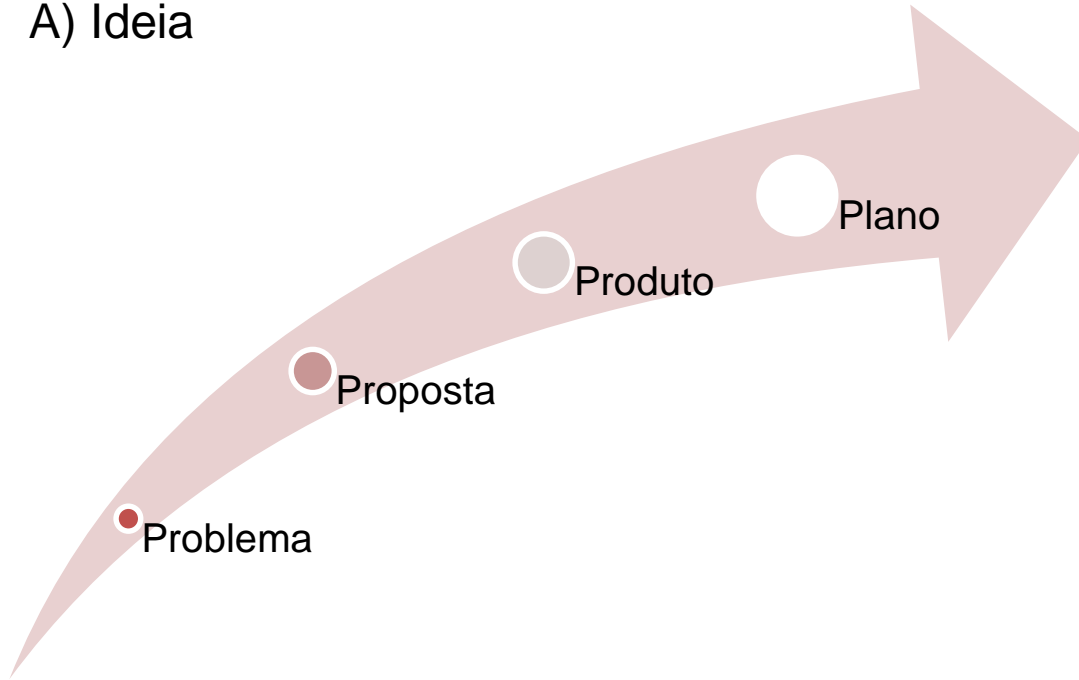
STARTUP PERÚ

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A) Ideia

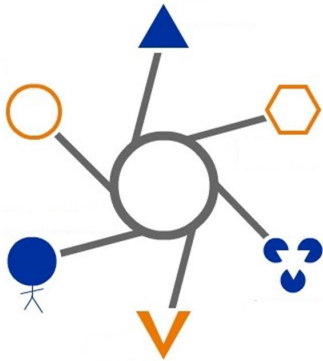


B) Modelo de Negócio

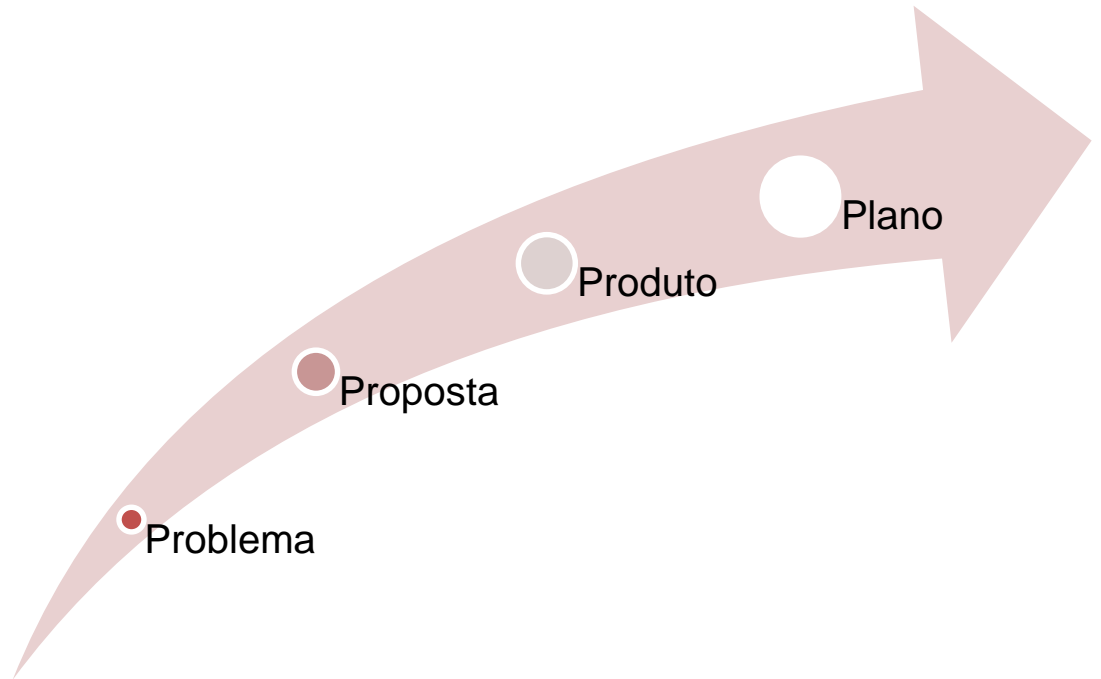
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A) Ideia (Estruturada)



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Qual mudança o negócio procura?



Qual é a necessidade do cliente?



Qual solução entregará o valor?



Qual é a proposta de valor?

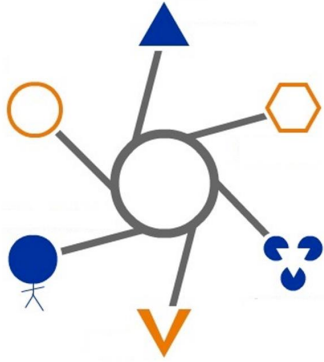


Quem é o principal cliente?

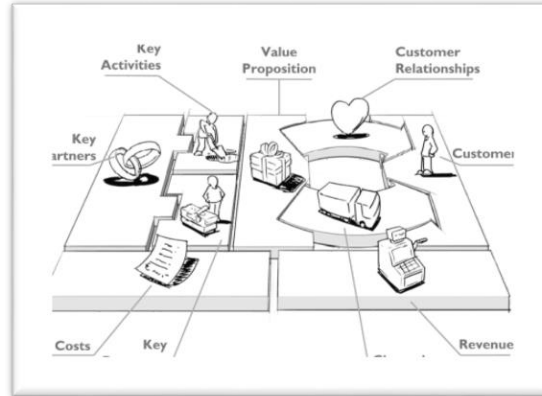


Qual é o contexto do negócio?

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Business Model Canvas



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Simple Statement of what change you and your product are making in the world.	
Pain (+ Gain) What are you solving for your customer? What opportunities do you provide for growth for them? How are you different from other solutions? How do you provide value to your customer? How do you measure that people will pay to have it? Can you?	Product What are you building and what value does your product bring to the customer? How does it work? How have you tested it with customers of the market? How do you plan to distribute the service?
Product Demo Can you demonstrate why you are providing this service? Can you show a real customer using it? Can you show how you would measure success?	What's Unique How is your product/service different from what you have seen before and what makes it different? What's your competitive advantage?
Customer Traction How many customers do you have? How many are you looking for? How are you measuring success? How are you measuring customer acquisition? How are you measuring customer retention? How are you measuring customer loyalty? How are you measuring customer engagement?	Business Model How are you monetizing your service? How are you pricing your service? How are you distributing your service? How are you measuring success? How are you measuring customer acquisition? How are you measuring customer retention? How are you measuring customer loyalty? How are you measuring customer engagement?
Investment How much money do you need to get started? How much are you looking for now? How are you measuring success? How are you measuring customer acquisition? How are you measuring customer retention? How are you measuring customer loyalty? How are you measuring customer engagement?	Team How many team members do you have? How are you measuring success? How are you measuring customer acquisition? How are you measuring customer retention? How are you measuring customer loyalty? How are you measuring customer engagement?
End statement with call to action What are you doing with a clear request for the customer to take action.	
Why You? Why do you and your team have the skills to build your product? How has your life been affected by this problem and how? Why should our audience care? How does this problem affect you and how are you going to solve it?	

Pitch Canvas

Comunidade



www.meetup.com/businessanalysis-bh



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