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IDEA

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IDEA

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L'ALGORITMO

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Brevettato l'algoritmo

LA SCOMMESSA

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Università degli studi di Verona

"Meet with customers before you have a product."
"Sell before you have a product."

LA SCOMMESSA
IL RISULTATO

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7787 utenti lo hanno utilizzato

4 minuti invece di 50

12 utenti in sala invece di 38

NEXT???

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"You can't build a reputation on what you are going to do."

Henry Ford

BUSINESS PLAN
O MEGLIO: BIZ. MODEL

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"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)

UQIDO SRL

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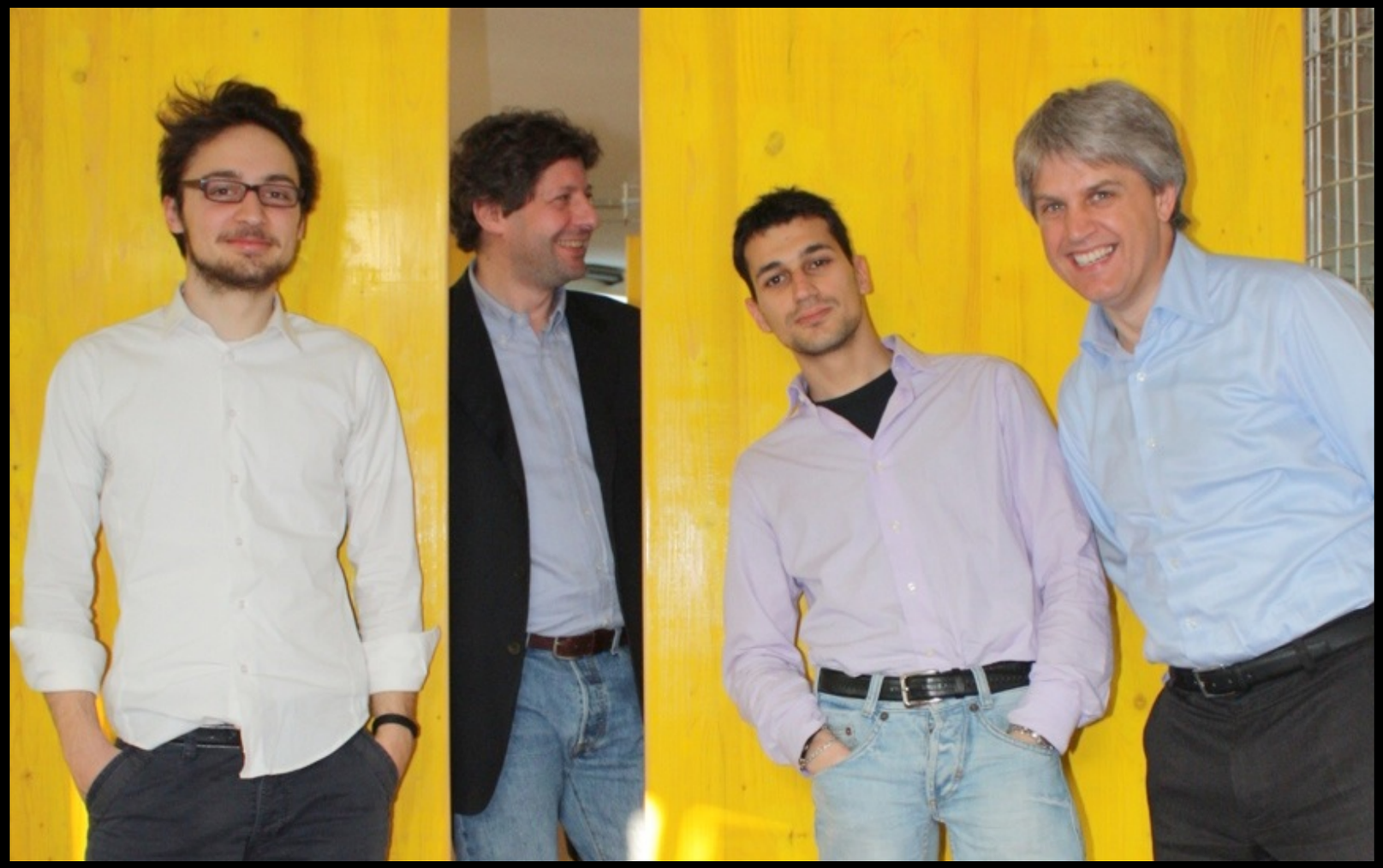

EXECUTION

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"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

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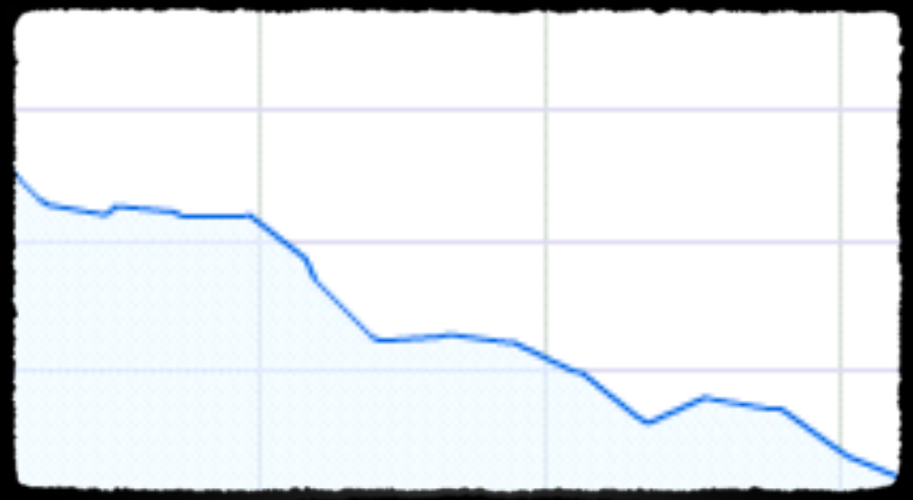
Google



'08

'09

BIZ. MODEL

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The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.

Key Partners

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

MOTIVATIONS FOR PARTNERSHIPS:
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities

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

CATEGORIES
Production
Problem Solving
Platform/Network

Key Resources

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

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

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?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

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?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

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 work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES:
1. *Awareness*
   How do we raise awareness about our company's products and services?
2. *Evaluation*
   How do we help customers evaluate our organization's Value Proposition?
3. *Purchase*
   How do we allow customers to purchase specific products and services?
4. *Delivery*
   How do we deliver a Value Proposition to customers?
5. *After sales*
   How do we provide post-purchase customer support?

Customer Segments

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

Mass Market
Niche Market
Segmented
Diversified
Multi-Sided Platform

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?

IS YOUR BUSINESS MORE:
Cost Driven (leanness cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS:
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Revenue Streams

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

TYPES:
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING
List Price
Product feature dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING
Negotiation (bargaining)
Yield Management
Real-time-Market

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NETWORK

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"If you want to go fast, go alone
If you want to go far, go together"
African Proverb

YESTERDAY

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Consegnare Uqido a tutti gli Ospedali
di Padova

TODAY

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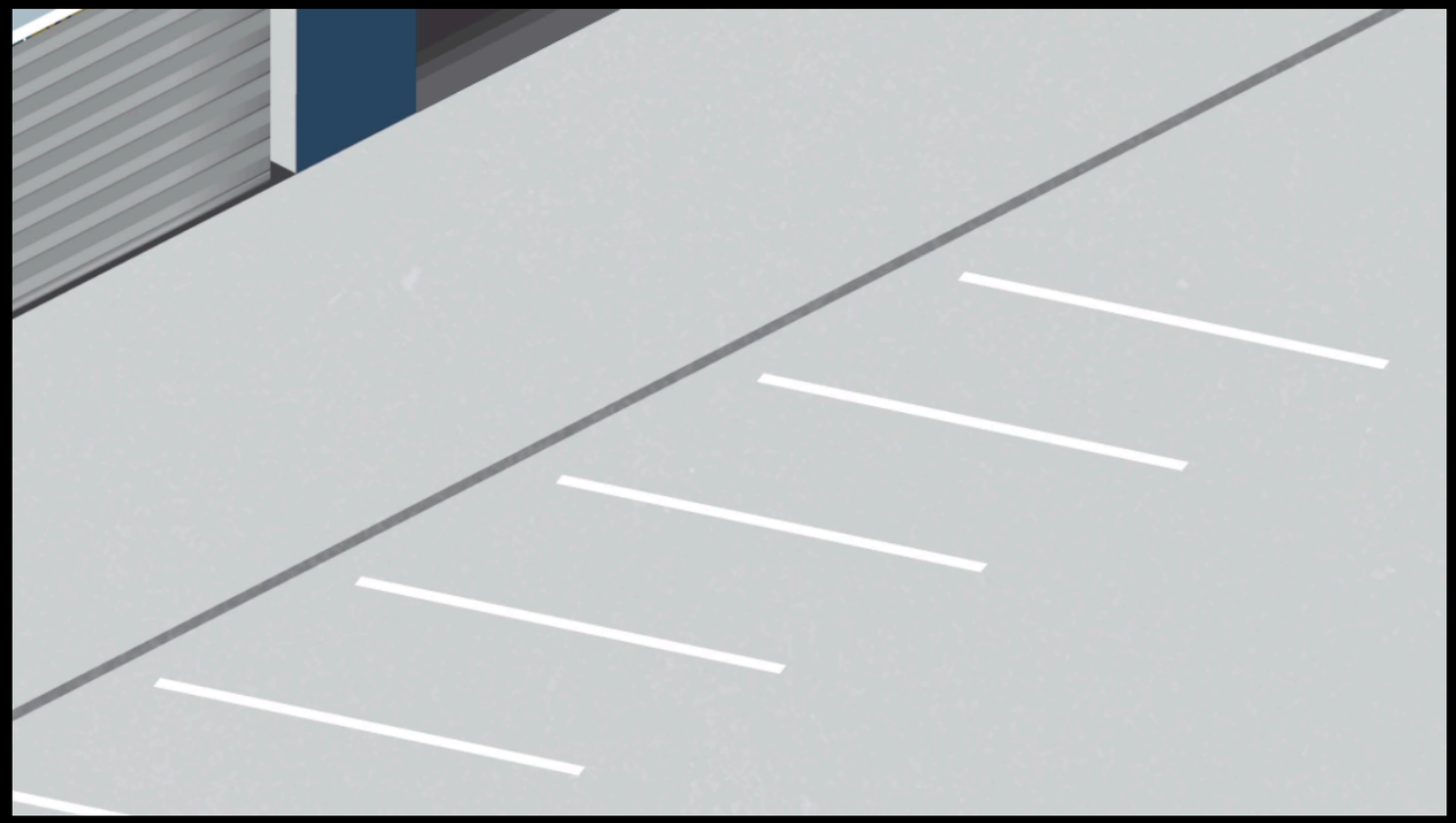
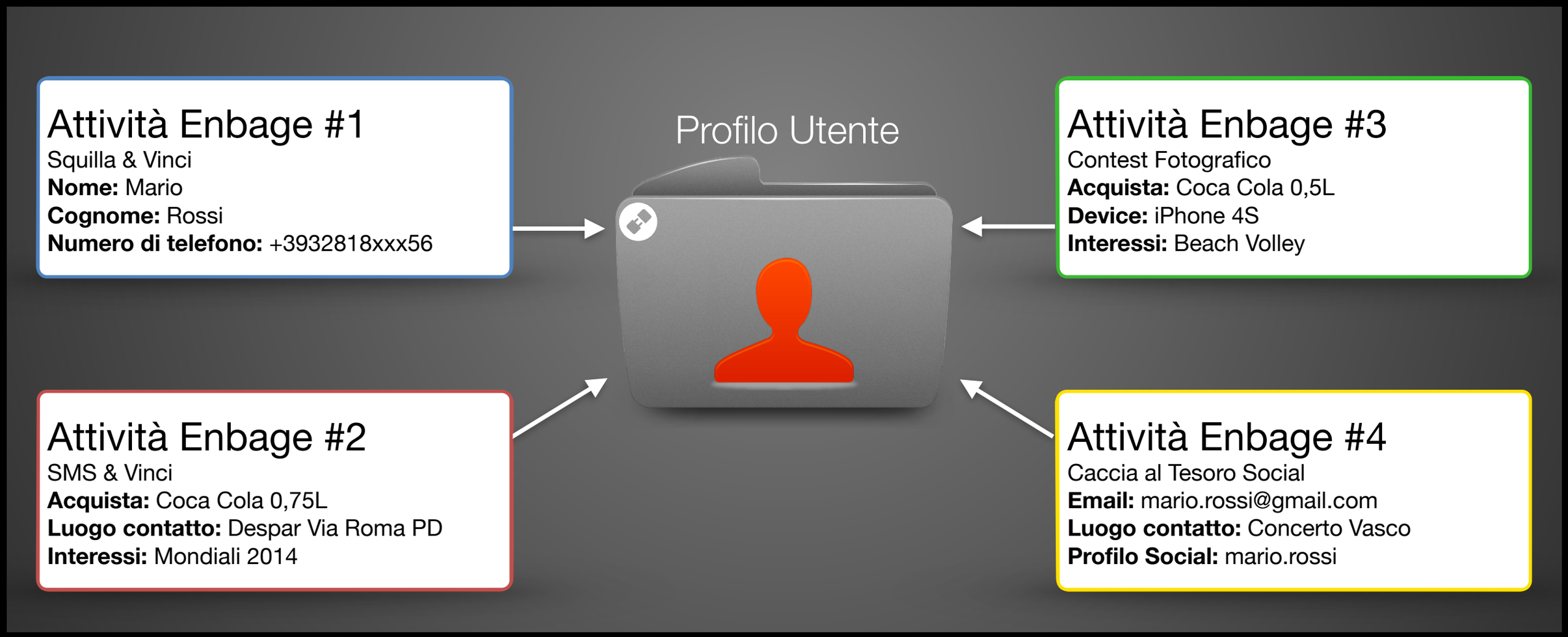
Consegnare Enbage alle Attività Commerciali



TODAY


Attività Enbage #1
Squilla & Vinci
Nome: Mario
Cognome: Rossi
Numero di telefono: +3932818xxx56
Profilo Utente
Attività Enbage #3
Contest Fotografico
Acquista: Coca Cola 0,5L
Device: iPhone 4S
Interessi: Beach Volley
Attività Enbage #2
SMS & Vinci
Acquista: Coca Cola 0,75L
Luogo contatto: Despar Via Roma PD
Interessi: Mondiali 2014
Attività Enbage #4
Caccia al Tesoro Social
Email: mario.rossi@gmail.com
Luogo contatto: Concerto Vasco
Profilo Social: mario.rossi

TODAY

Social Share Rate

Lead Generation

FACEBOOK		MY AUDIENCE		REGISTERED		MY PRIZES	
connect	113	total reach	5388	total	620	assigned	604
share	inactive	clicks	24.1%	in store	inactive	remaining	17

GENDER / AGE

6% vs 12% unknown 81%

1	0 - 17	1
8	18 - 24	11
3	25 - 29	8
2	30 - 34	9
2	35 - 39	10
2	40 - 44	5
1	45 - 49	3
4	50 - 59	1
2	over 60	3

DEVICE TYPES

- Web Browser 47.7%
- Android 35.6%
- iPhone
- Blackberry
- Windows Phone

JOIN METHODS

- Manual 18.2%
- Facebook 81.8%

Dispositivi e Canali

Profilazione

Geo-Localizzazione Utenti

CUSTOMERS GEO LOCATION

NAME	UQIDO NUMBER	ADDRESS	COUPON DA 5 €	COUPON DA 10 €	COUPON DA 20 €	COUPON DA 200 €
Feltre	04 9736 0114	PIAZZA TANCREDI PARMEGGIANI 11 FELTRE 32032 BL	26 /26	5 /5	1 /1	0 /0
Quero	04 9736 0292	VIA PIAVE 33/35 QUERO 32030 BL	24 /24	4 /4	1 /1	0 /0
Grado	04 9859 9725	VIA CARDUCCI 24 GRADO 34073 GO	0 /0	0 /0	0 /0	0 /0

Store performances

PROFILED DATA

TOMORROW

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Consegnare Enbage a India & UK

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"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

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"Stay ANGRY, stay BIRDS"

FOLLOW ME
@pm_avesani