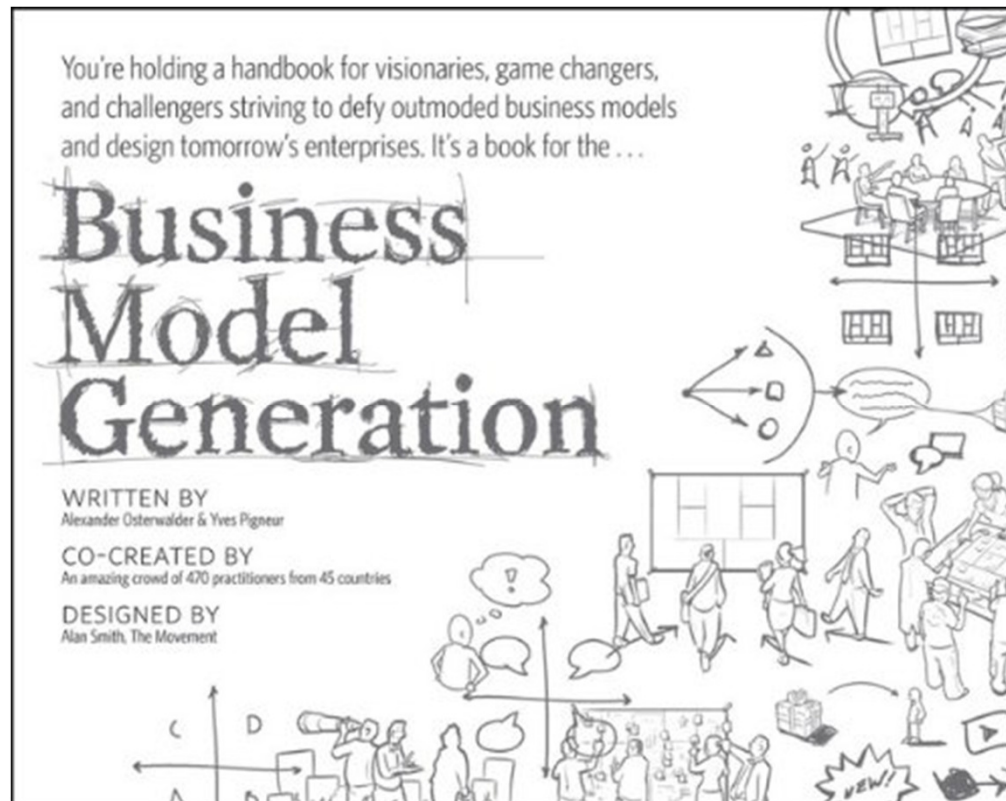


GARAGEM DE STARTUPS

—— Customer Development ——

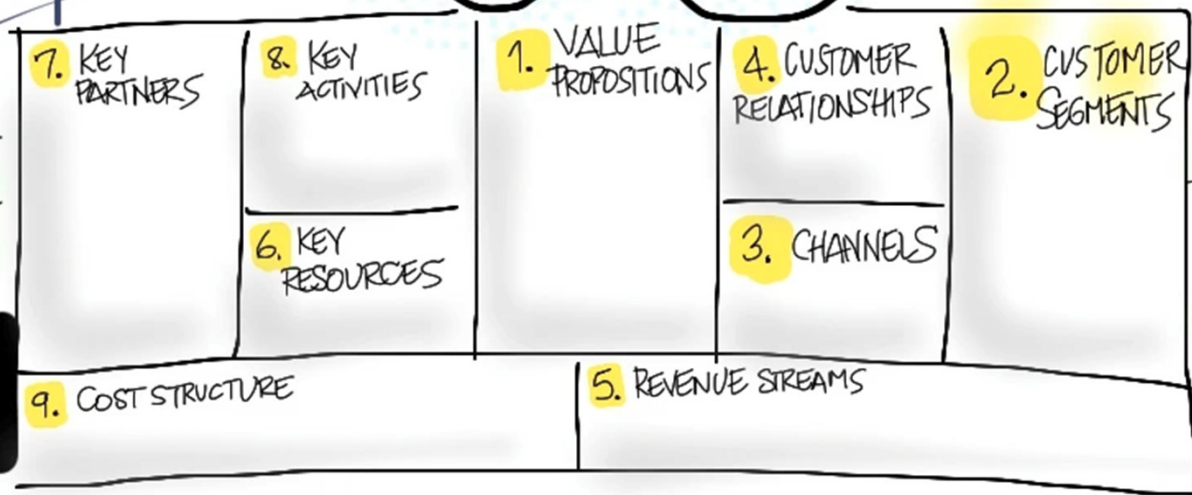
WHAT'S A BUSINESS MODEL?

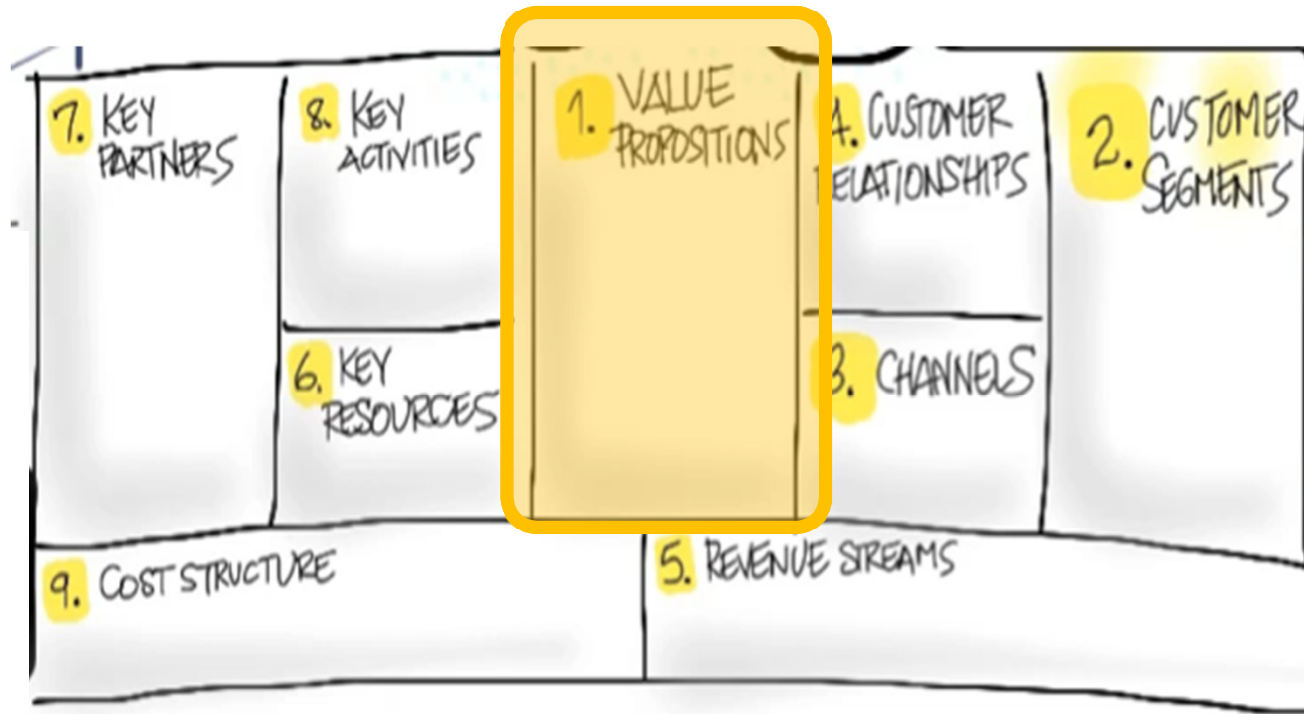


WHAT is a BUSINESS MODEL?

How a company
CREATES VALUE for
ITSELF while
delivering products
or services for
customers.

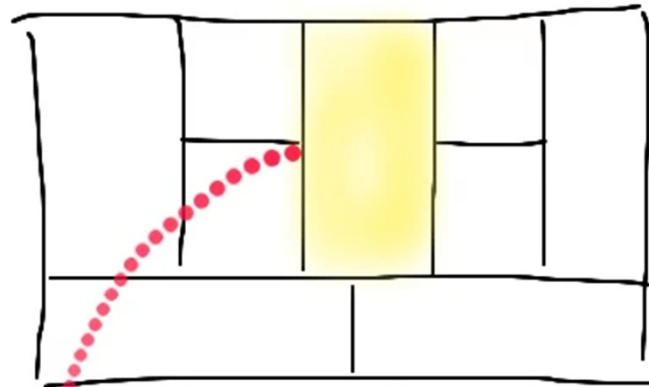
9 Components...





1. VALUE PROPOSITION

What Are You Building and For Who?



It's about SOLVING a **NEED** or **PROBLEM**! **HEAR YOU...**

It's about **SATISFYING** a customer need.

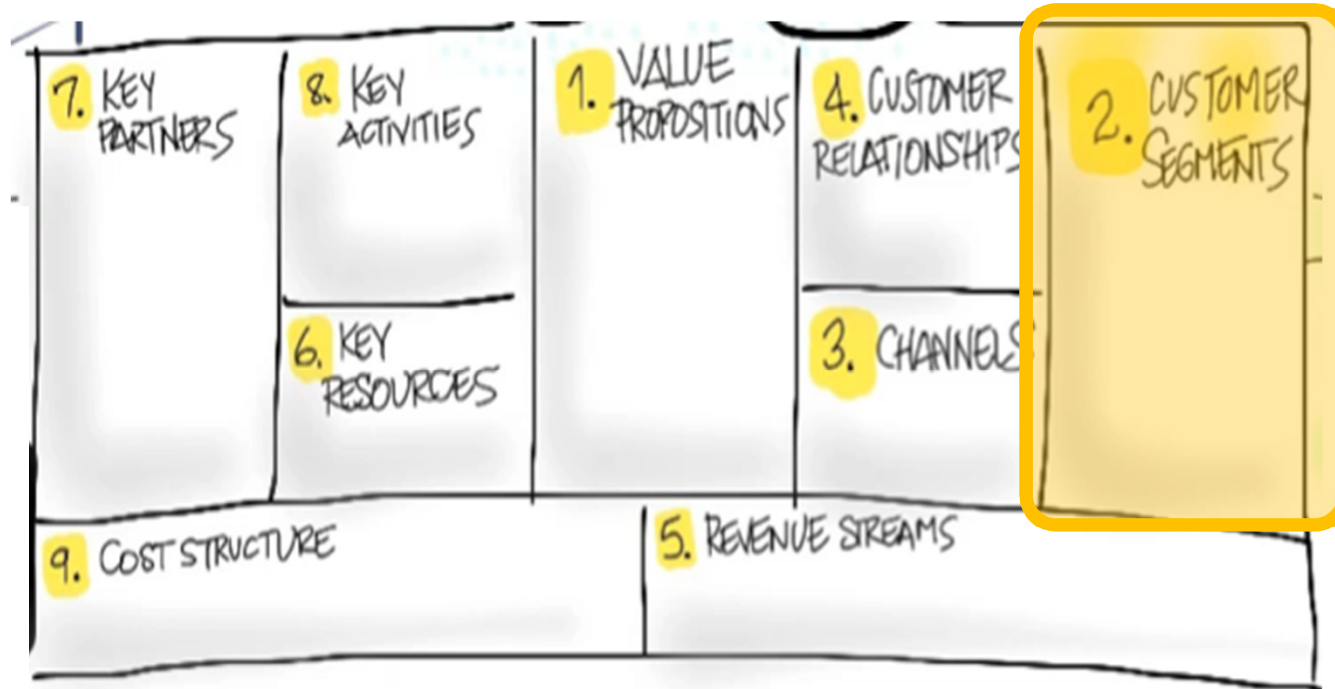
YAY!
I'm **DELIGHTED!**

1. VALUE PROPOSITIONS

X "It's not about your **IDEA** or **PRODUCT!**"

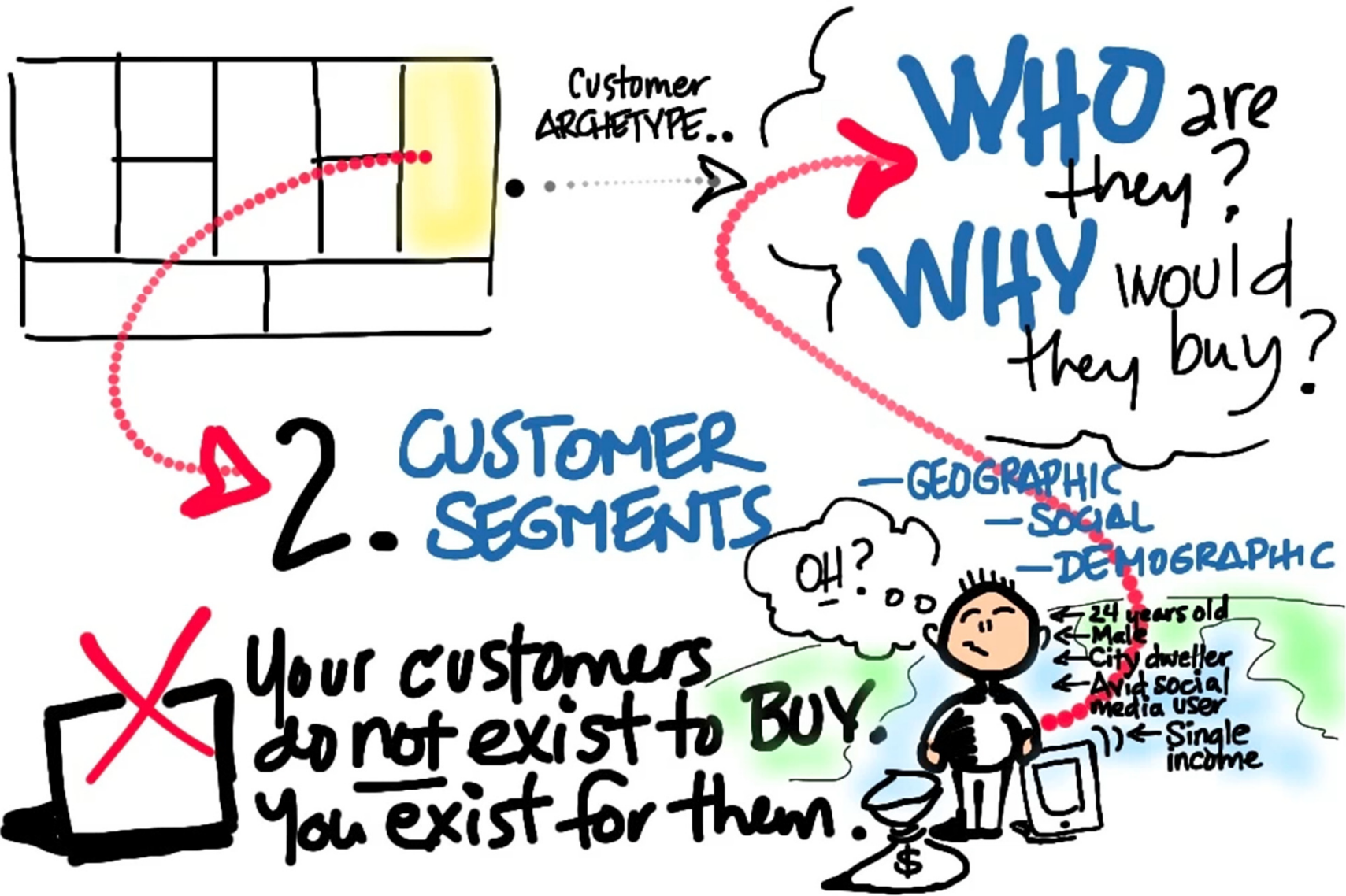
It's Not?

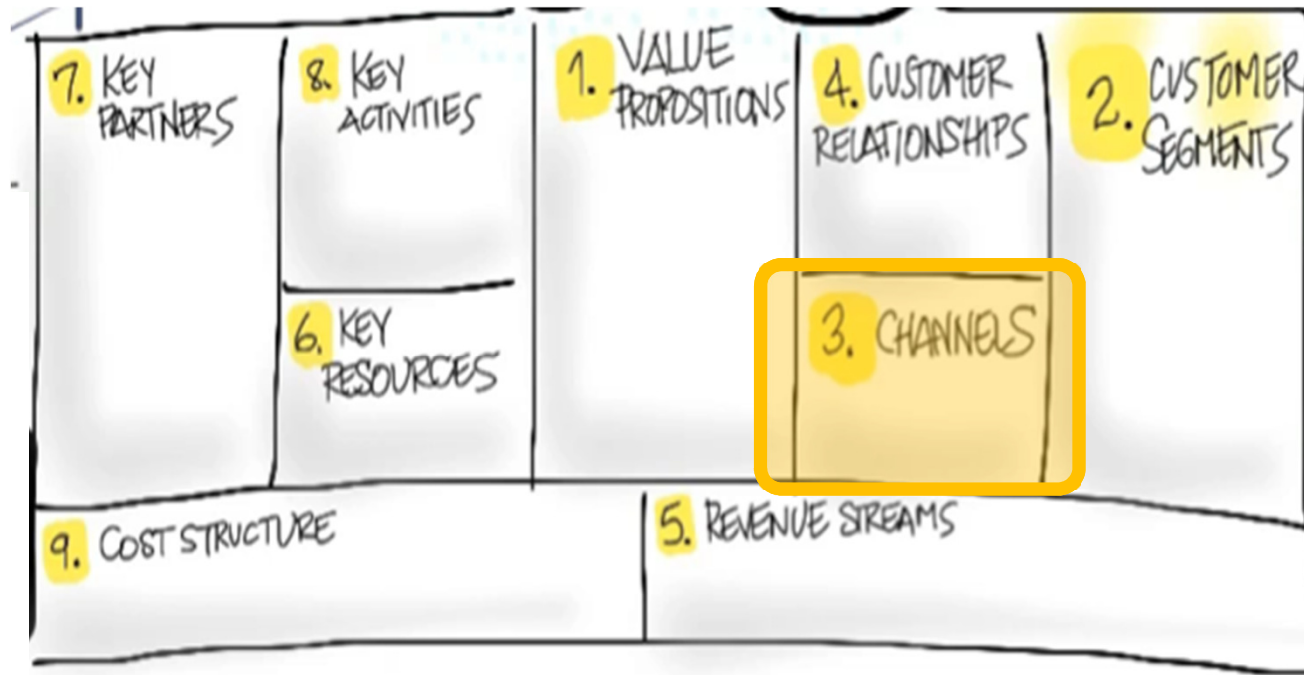
...and **WHO** are your customers?



2. CUSTOMER SEGMENTS

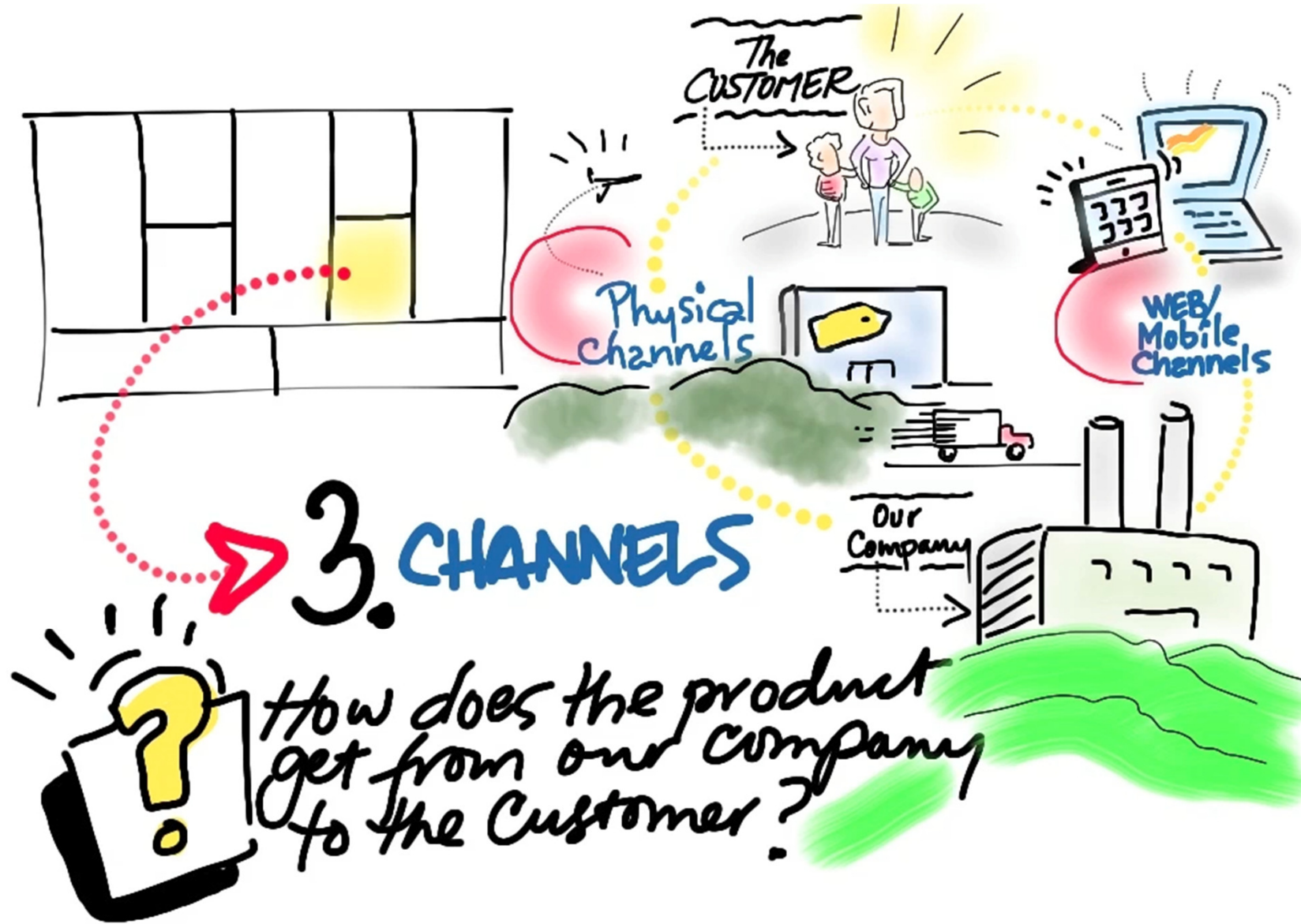
Who Are They? Why Would They Buy?

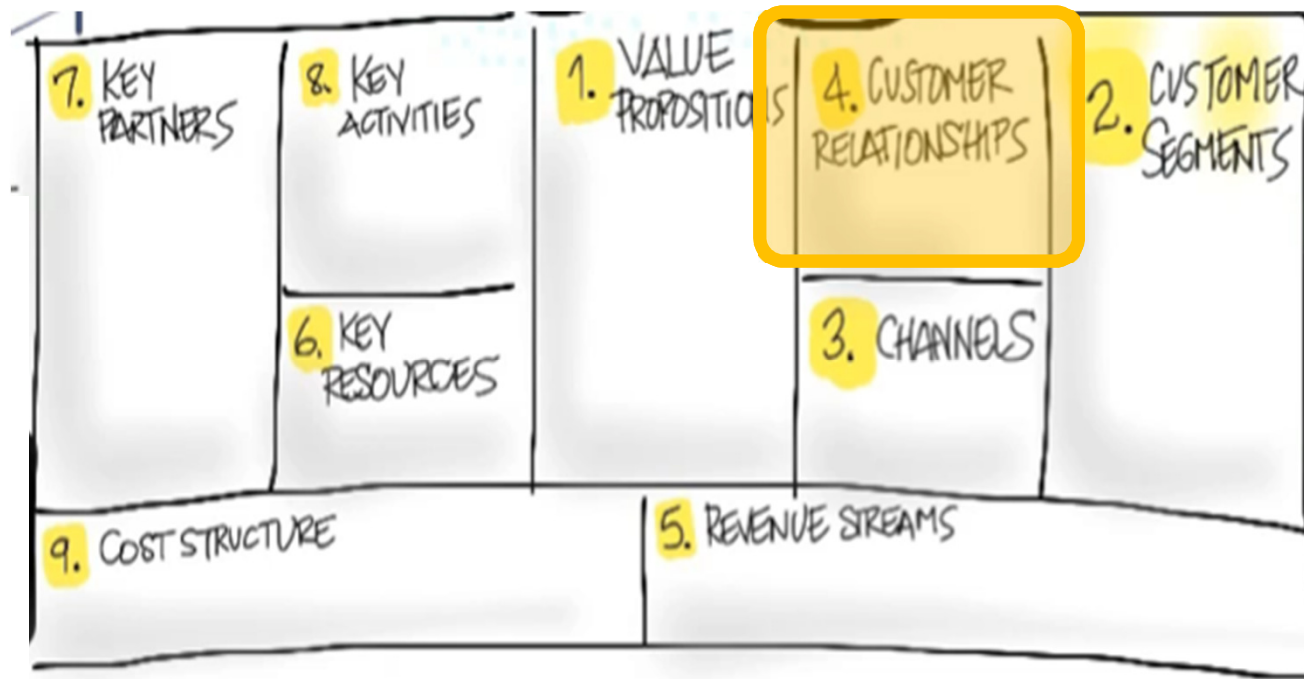




3. CHANNELS

How does your Product Get to Customers?

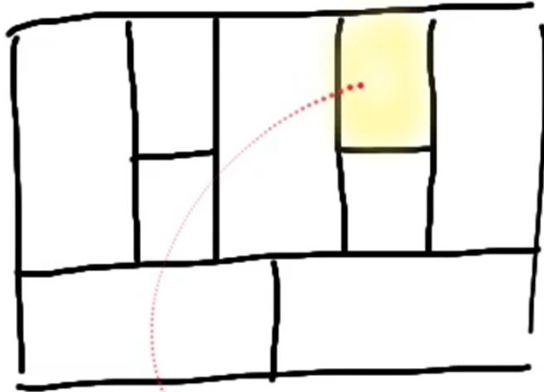




4. CUSTOMER RELATIONSHIPS

How do you Get, Keep and Grow Customers?

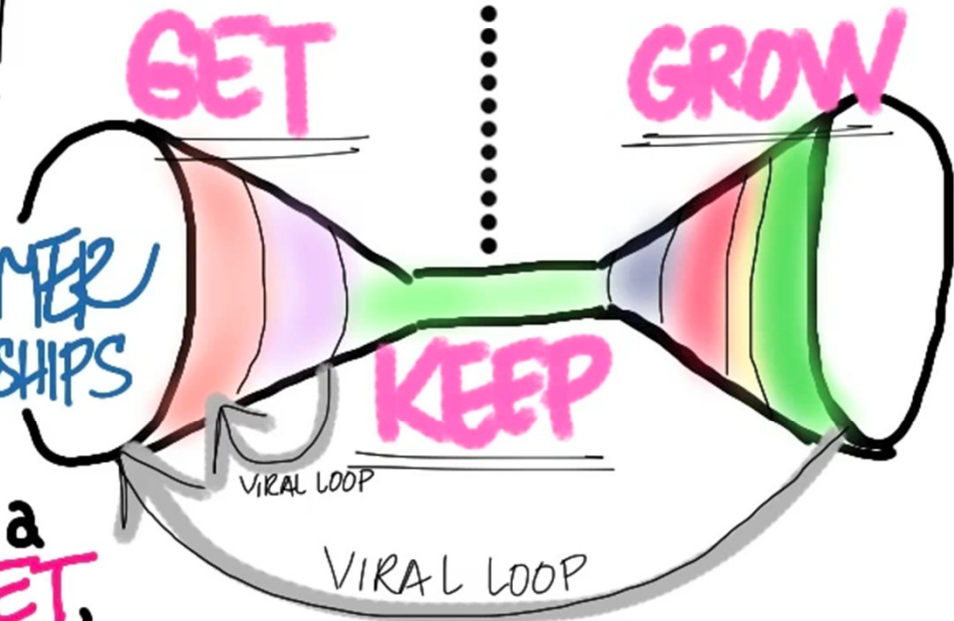
Just like in Channels,
these are DIFFERENT for
WEB/MOBILE versus
PHYSICAL...

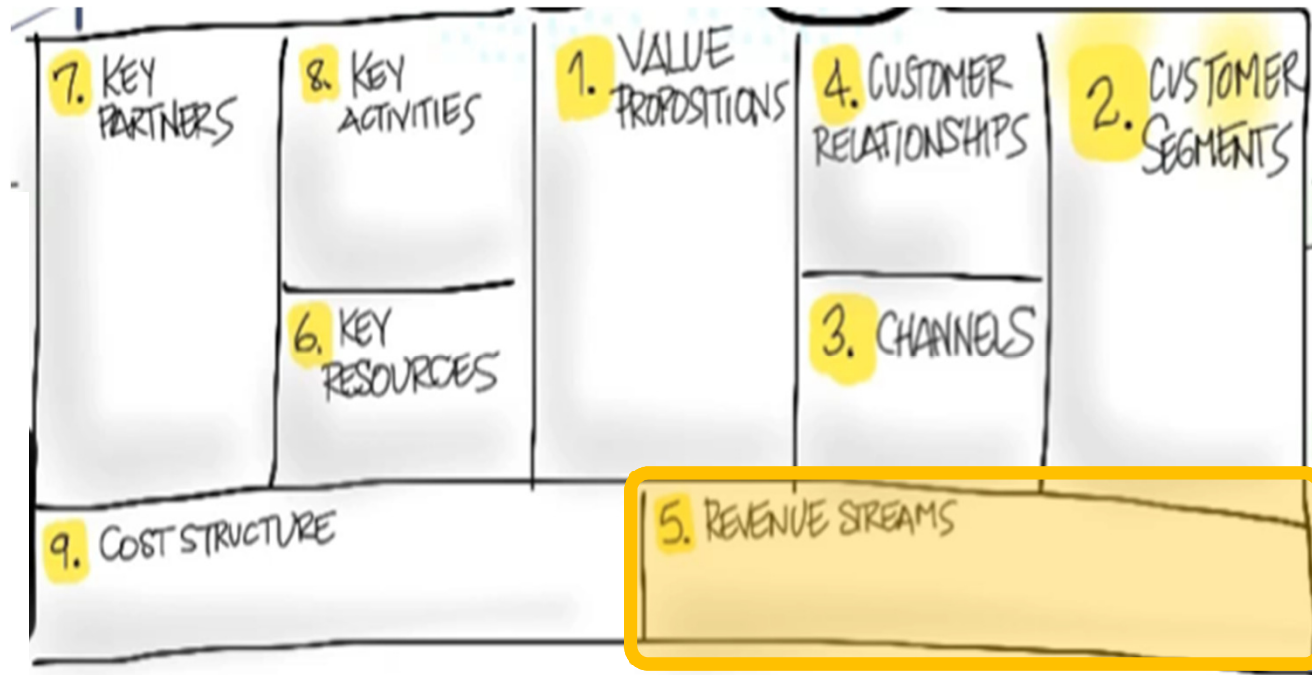


4 CUSTOMER
RELATIONSHIPS



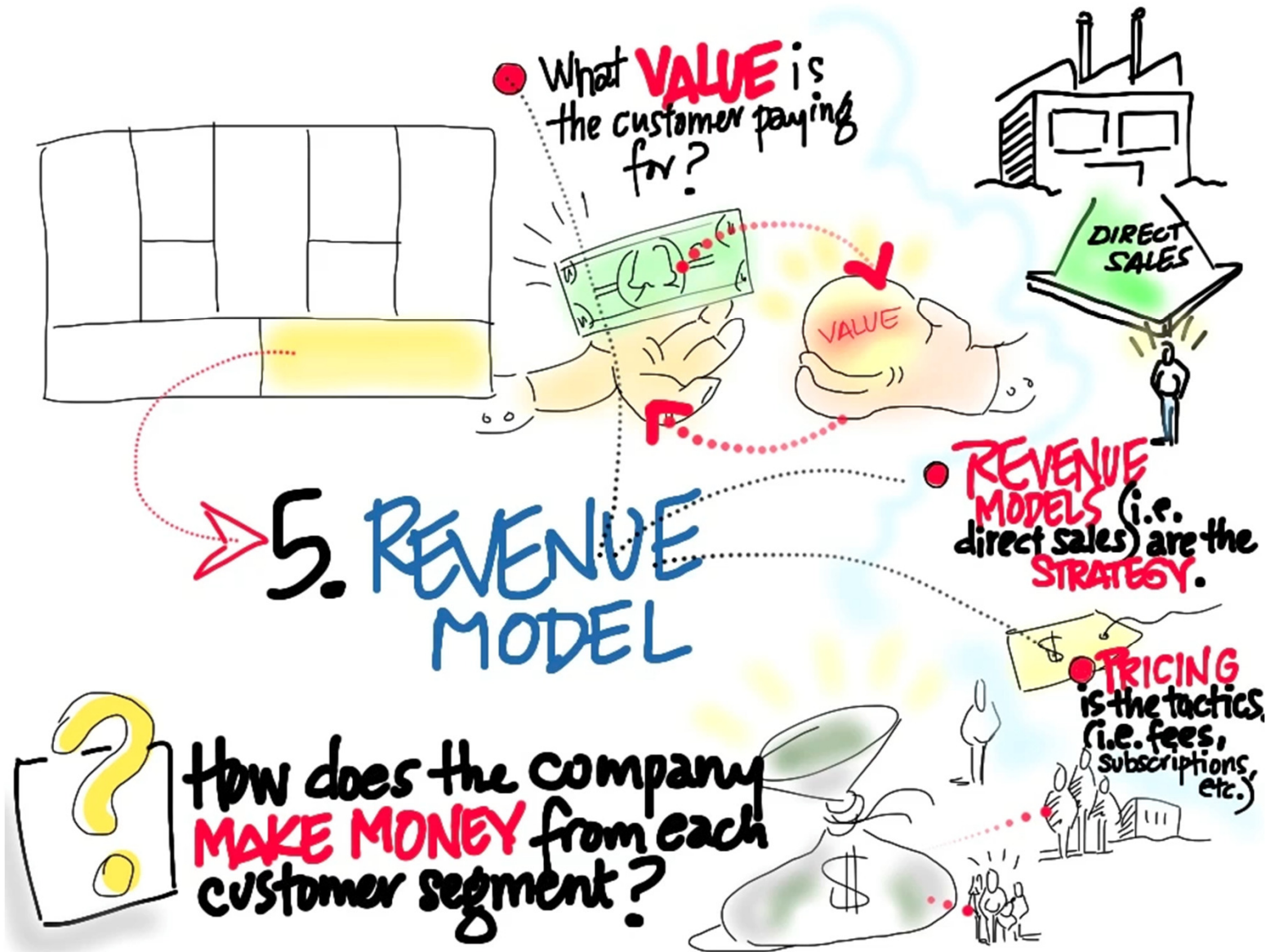
How does a
company GET,
KEEP, GROW
CUSTOMERS?

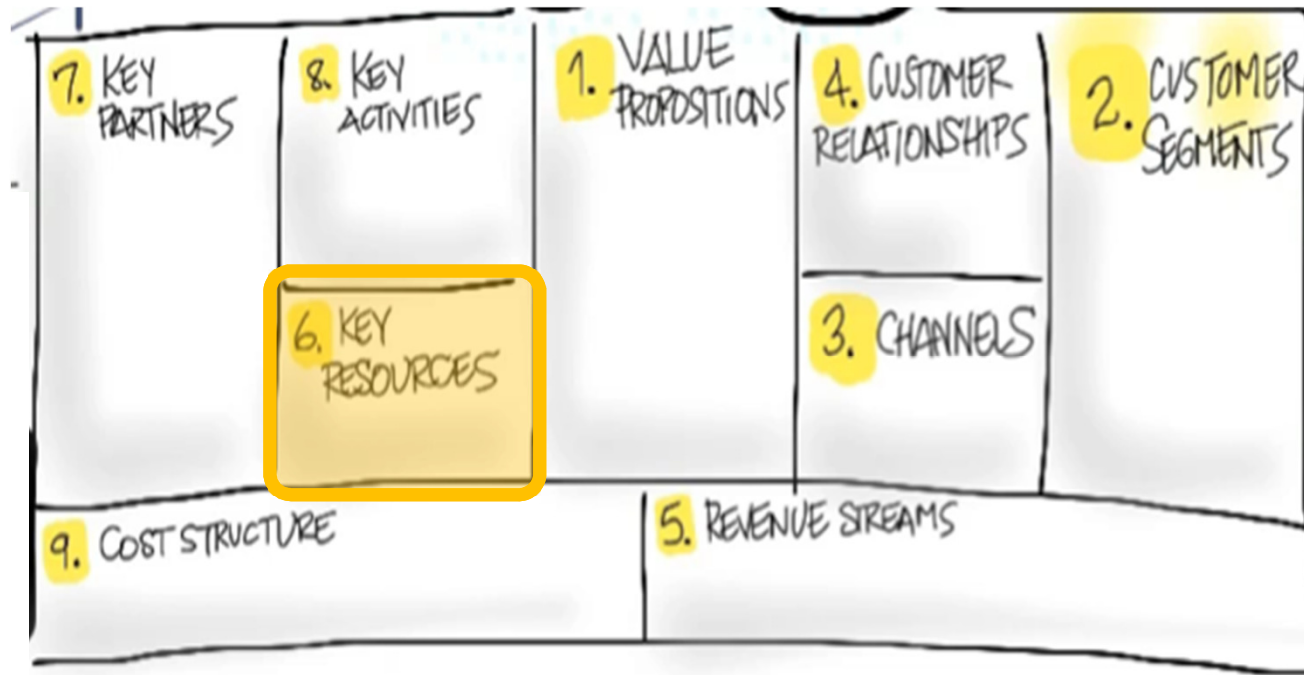




5. REVENUE STREAMS

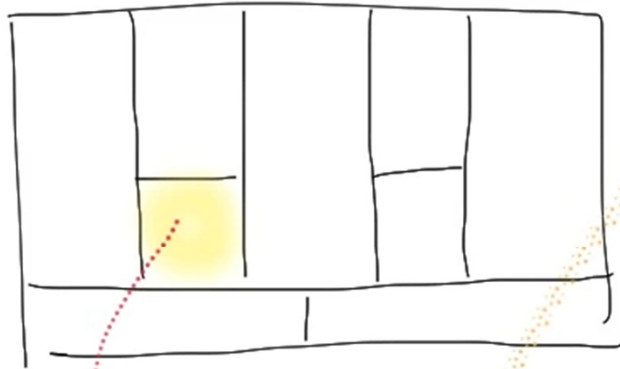
How do you Make Money?





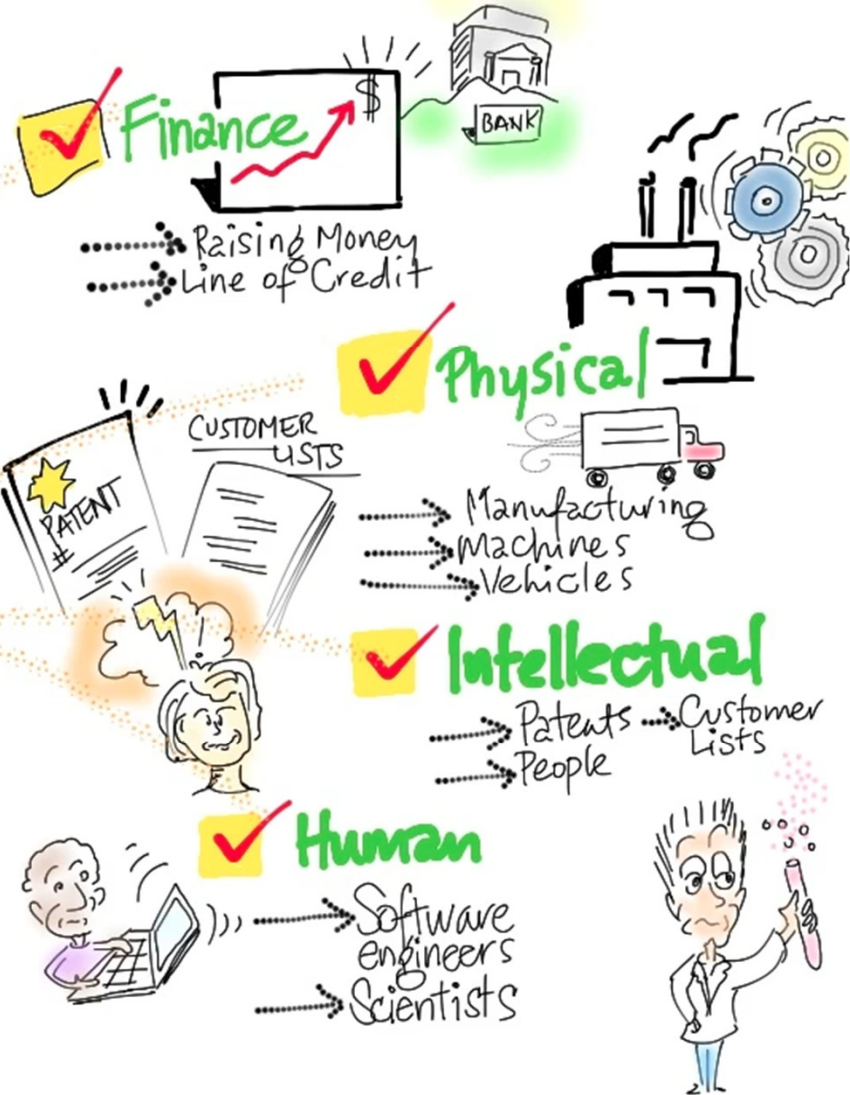
6. KEY RESOURCES

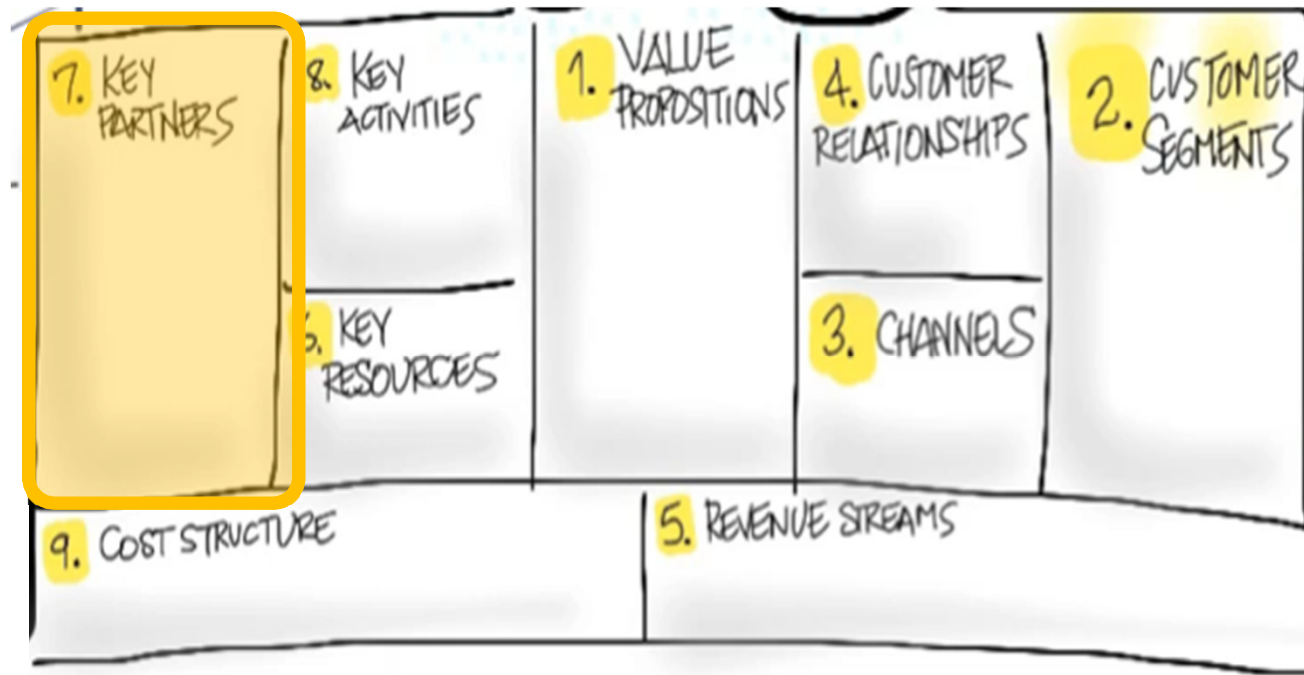
What are your most important Assets?



6. KEY RESOURCES

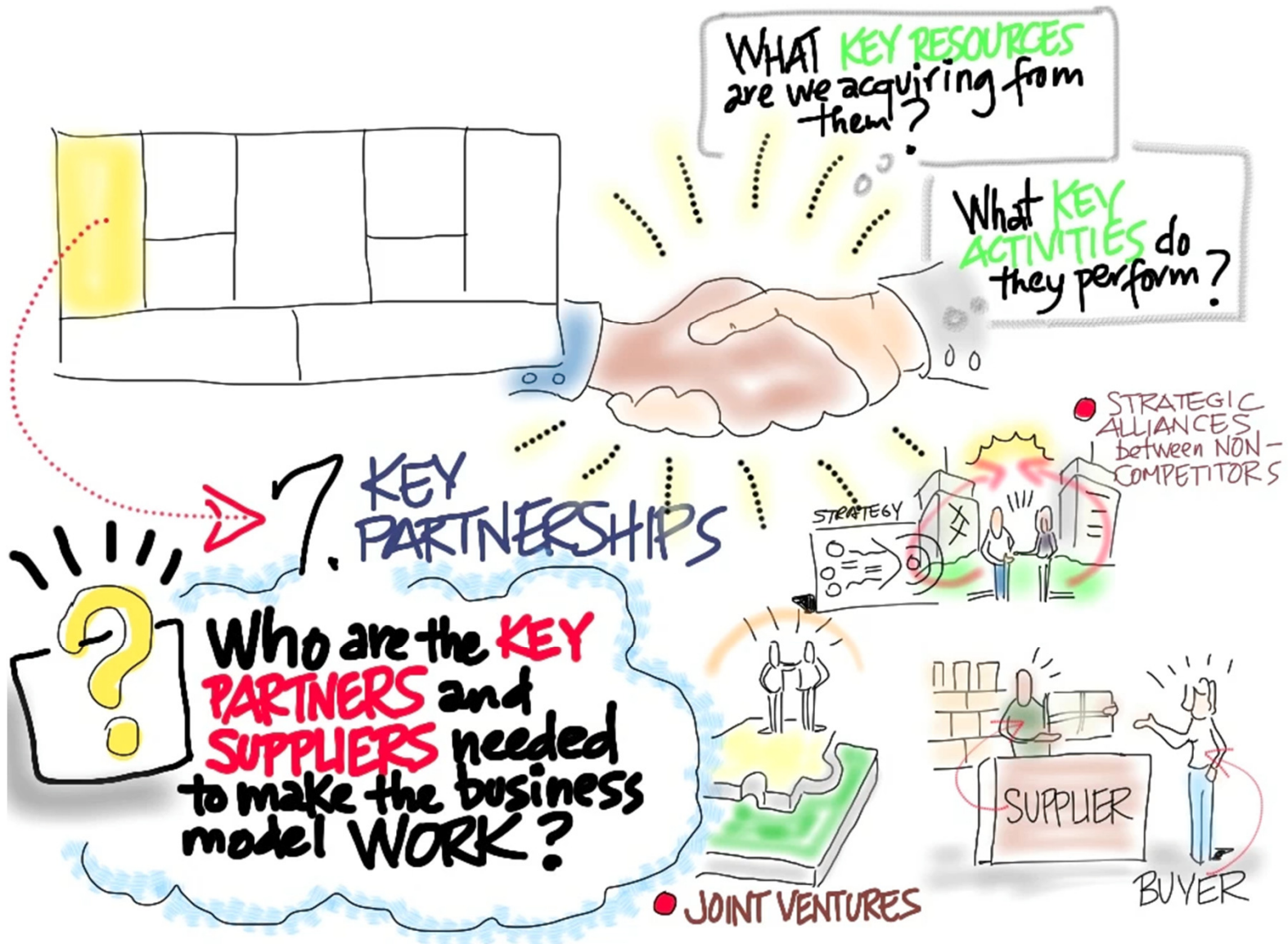
What are the **MOST IMPORTANT ASSETS** required to make the business model **WORK**?

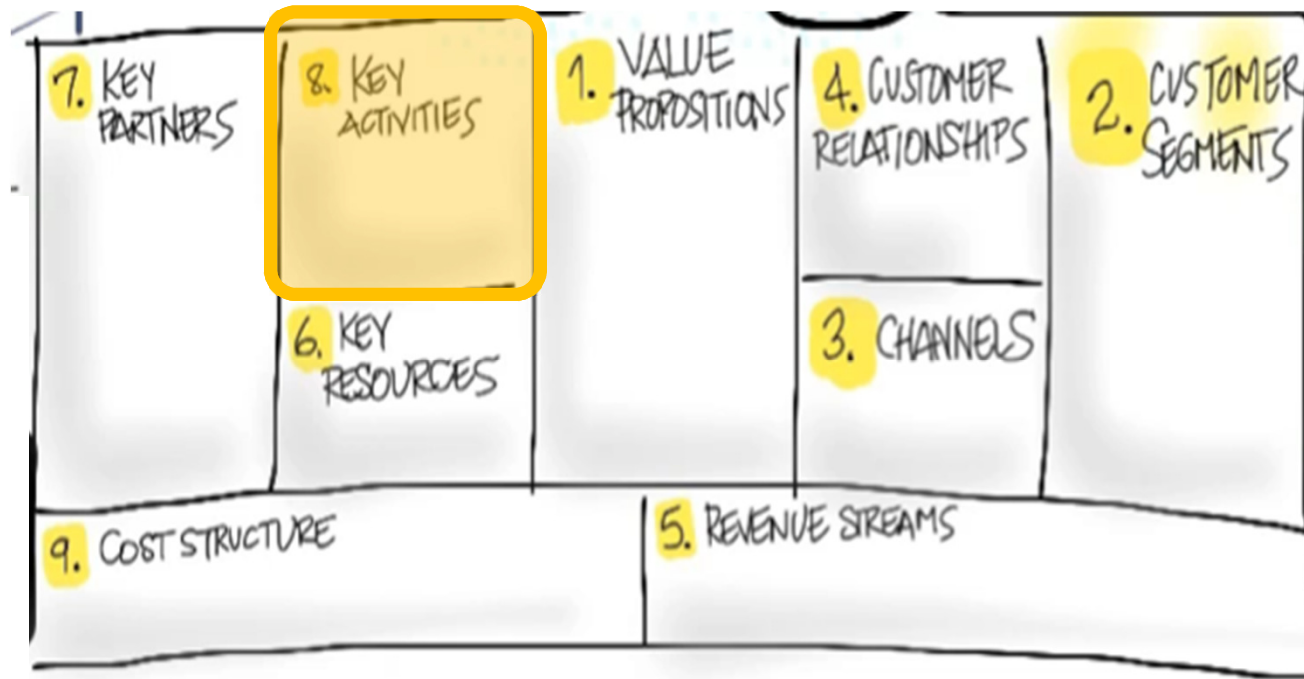




7. KEY PARTNERS

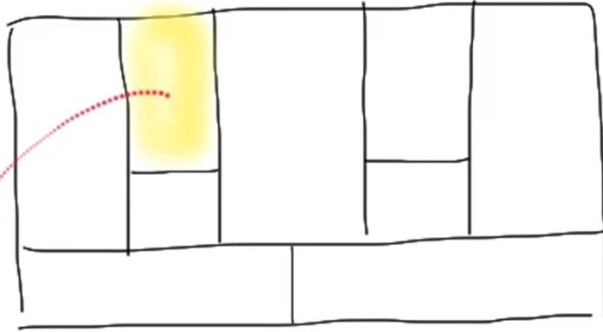
Who are your Partners and Suppliers?





8. KEY ACTIVITIES

What's Most Important for the Business?



➤ 8. KEY ACTIVITIES



What are the **MOST IMPORTANT THINGS** the company must **DO** to make the business model **WORK**?

● PRODUCTION



● PROBLEM SOLVING

● CONSULTING
● ENGINEERING

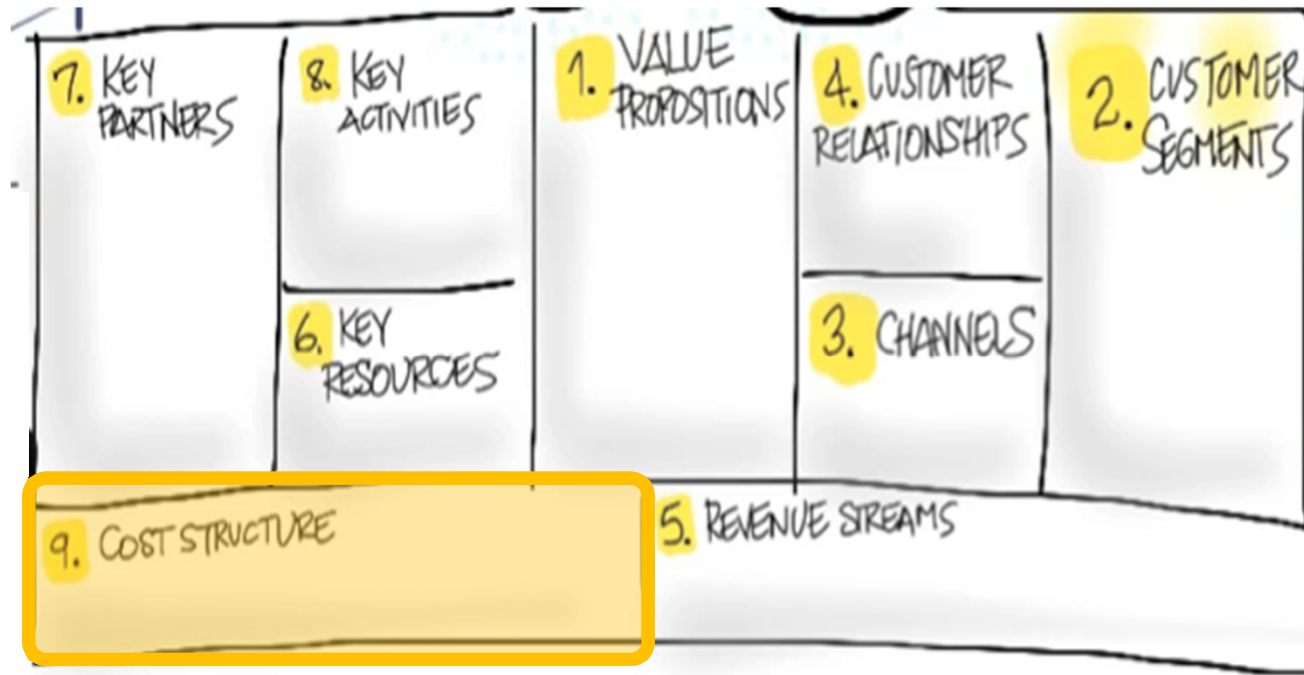


WE CAN SOLVE THIS!



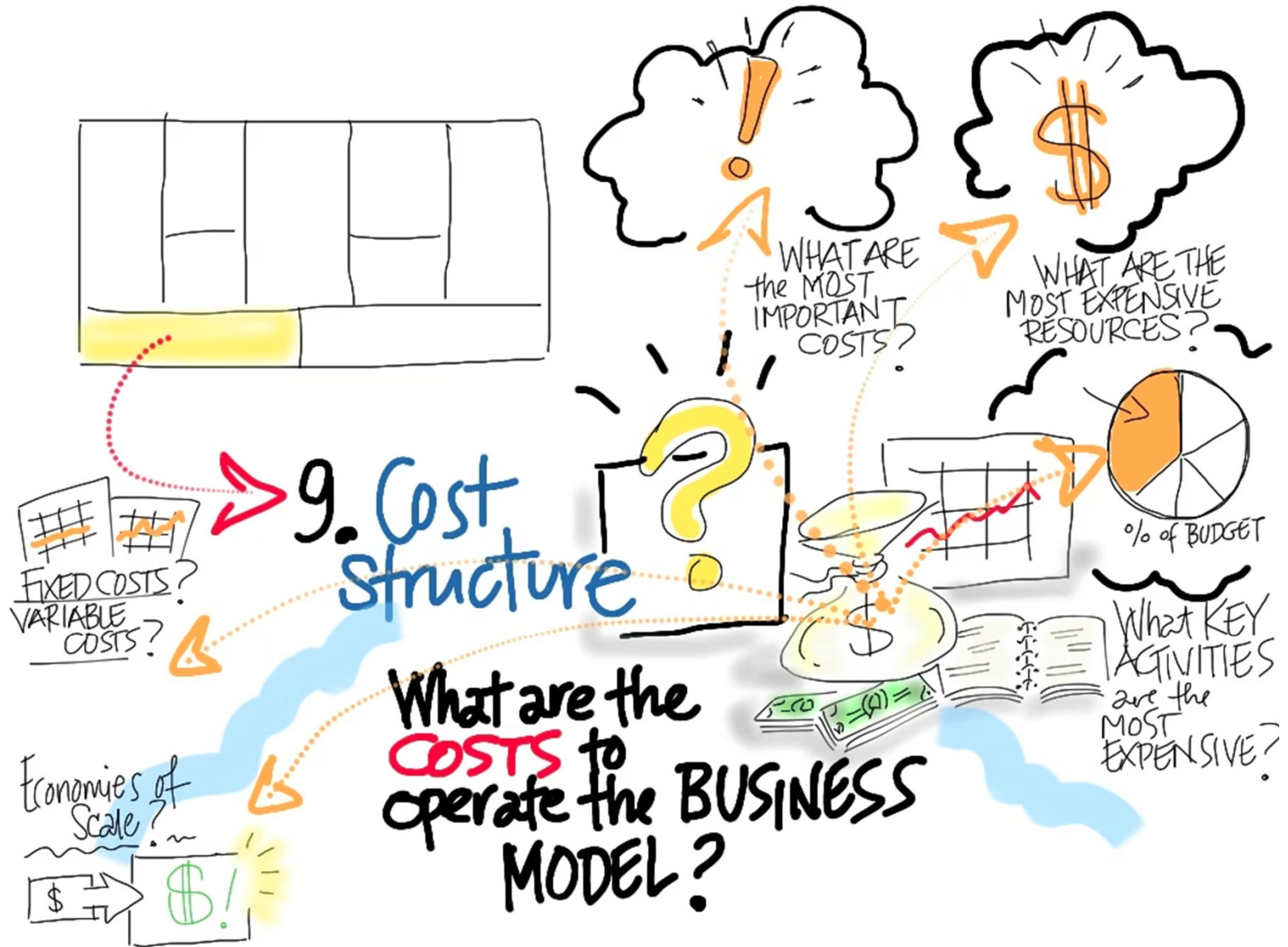
● SUPPLY CHAIN MANAGEMENT





9. COST STRUCTURE

What are the Costs and Expenses?



A close-up photograph of a string of warm-toned lights. The lights are arranged in a slightly curved line across the upper half of the frame. The background is dark, making the glowing lights stand out. One light in the foreground is in sharp focus, showing its textured glass and the bright light inside. The other lights behind it are blurred, creating a bokeh effect. The overall mood is warm and contemplative.

**BUT,
REALIZE THEY'RE
HYPOTHESES.**

9 GUESSES

The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year
Iteration: %

<p>Key Partners</p> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>Guess</p>	<p>Key Activities</p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>Guess</p>	<p>Value Propositions</p> <p>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?</p> <p>Guess</p>	<p>Customer Relationships</p> <p>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?</p> <p>Guess</p>	<p>Customer Segments</p> <p>For whom are we creating value? Who are our most important customers?</p> <p>Guess</p>
<p>Cost Structure</p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>Guess</p>	<p>Key Resources</p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>Guess</p>		<p>Channels</p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which is most cost-effective?</p> <p>Guess</p>	
<p>Cost Structure</p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>Guess</p>	<p>Revenue Streams</p> <p>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?</p> <p>Guess</p>			

Startups are
in **SEARCH**
mode!



The CANVAS...

A set of
~~HYPOTHESES?~~
GUESSES!

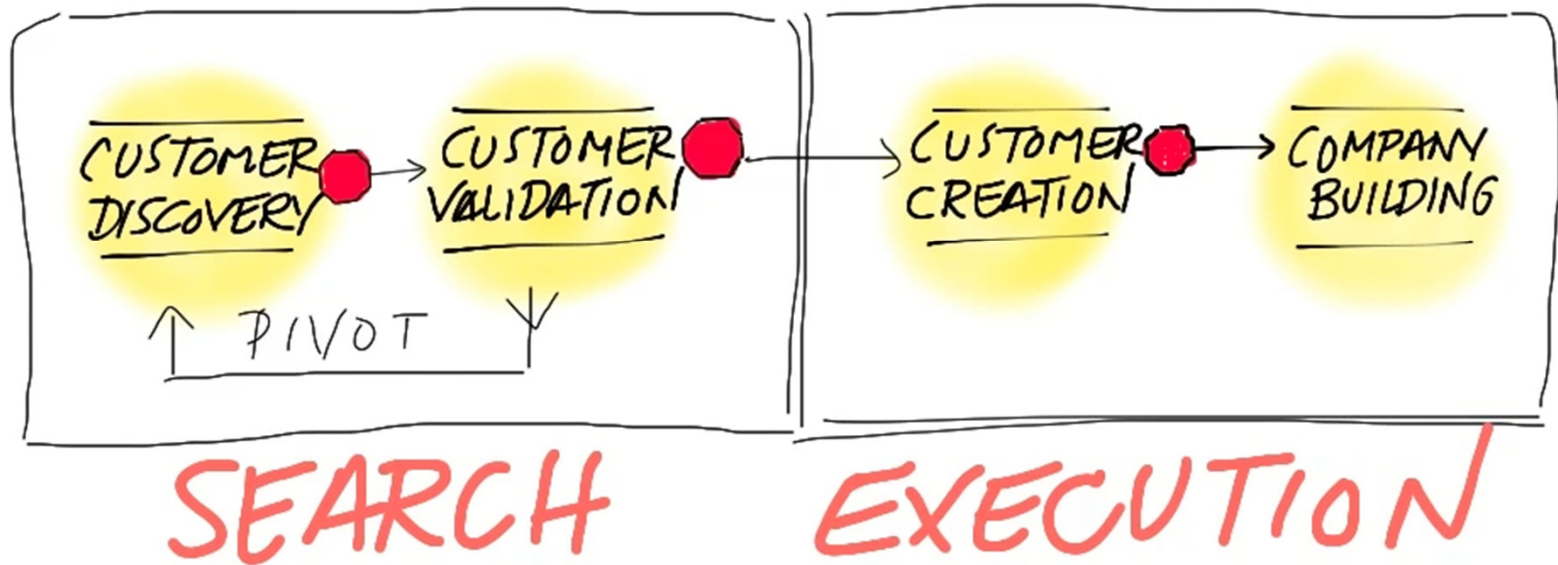


? **How** do we
change "guesses"
into **FACTS**?

HERE'S
HOW...

The CUSTOMER DEVELOPMENT PROCESS

In other words...



The CUSTOMER DEVELOPMENT PROCESS, continued...



TEST your GUESSES...
and LOOK for INSIGHTS!

- Mark up your old canvas.
- ... but don't discard your learning.

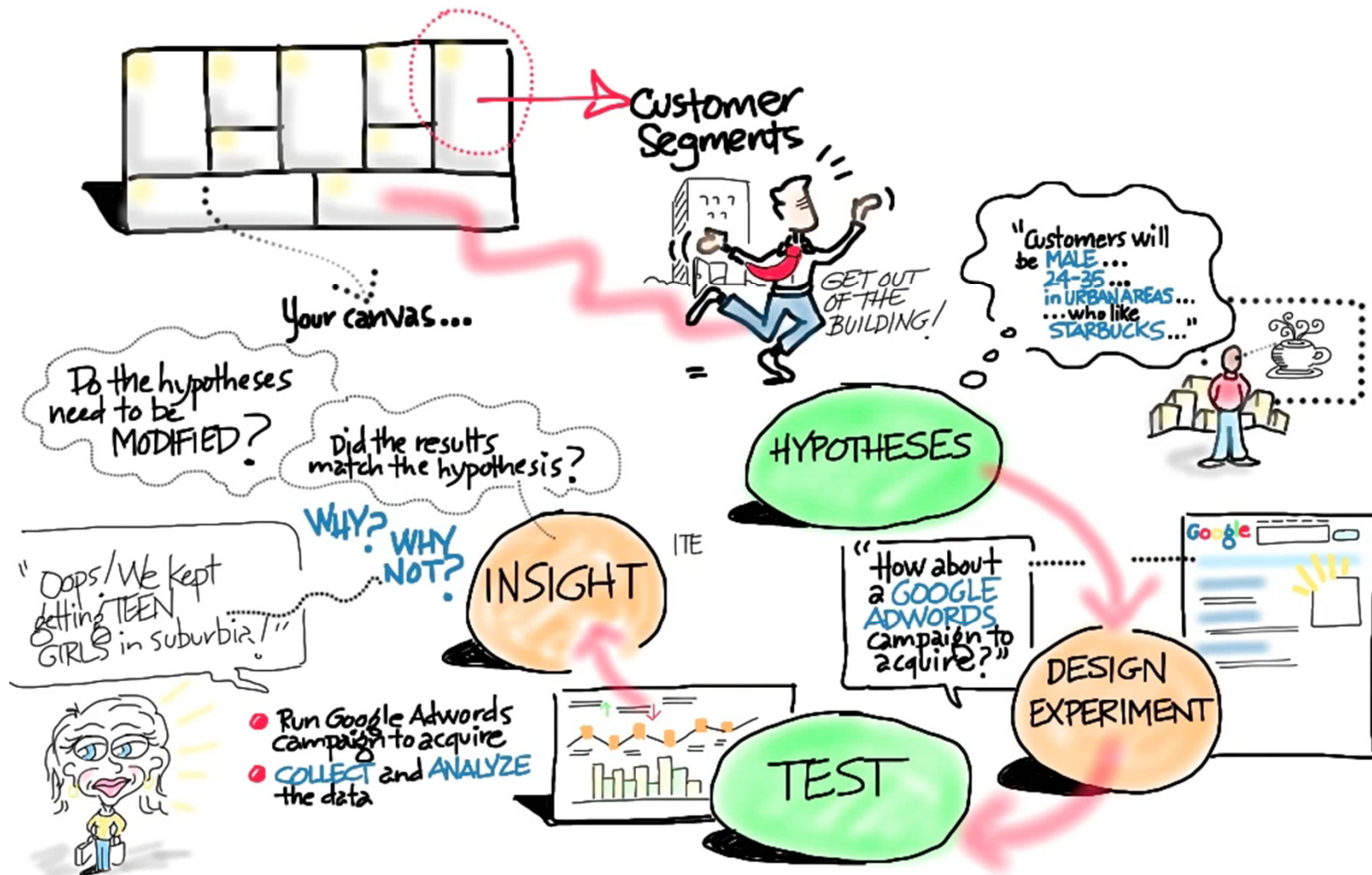


START 2 NEW CANVAS.

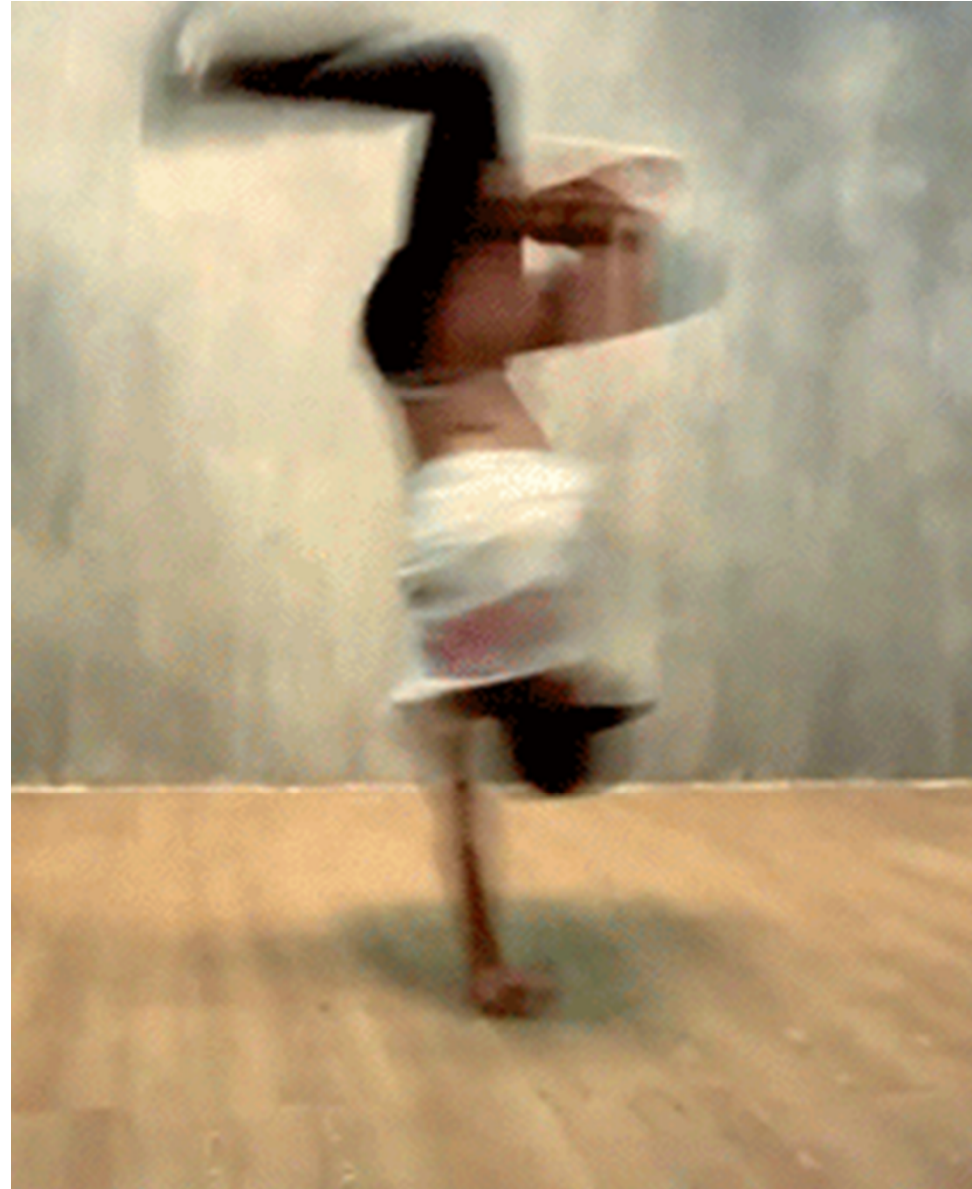
- New hypotheses...
- New experiments...
- New tests...

...and GET OUT
of the BUILDING!





Customer Development **The Pivot.**



PIVOT



SPEED: On the web, you can reach thousands of customers in a short amount of time.

TEMPO:

Like a metronome tempo is CONSTANT, CONSISTENT, and RELENTLESS.



PIVOTS are the RESULT of HYPOTHESES TESTING and EXPERIMENTATION.



REMEMBER!
Hypothesis testing involves **FAILURE!**



What do you do when **HYPOTHESES** do not match **REALITY?**



A PIVOT is a SUBSTANTIVE CHANGE to one or more business model components.



An ITERATION is a minor change...



FIRE the HYPOTHESIS not the FOUNDER.



Customer Development

The Minimum Viable Product.



Minimal Viable Product

Continued...



Because customers didn't have input, many products were made that didn't satisfy customers' **WANTS** and **NEEDS**.

? HOW ABOUT SOMETHING DIFFERENT? MINIMAL VIABLE PRODUCT

1. Build the minimum features in order to get **FEEDBACK**.

DEMO

WHAT DO YOU THINK?

2. QUICKLY and ITERATIVELY GET CUSTOMER **FEEDBACK**...

"CHANGE THIS!"

"IT'S BETTER BUT..."

"THUMBS UP!"

3. As you get more feedback, you can **ADD MORE FEATURES**.



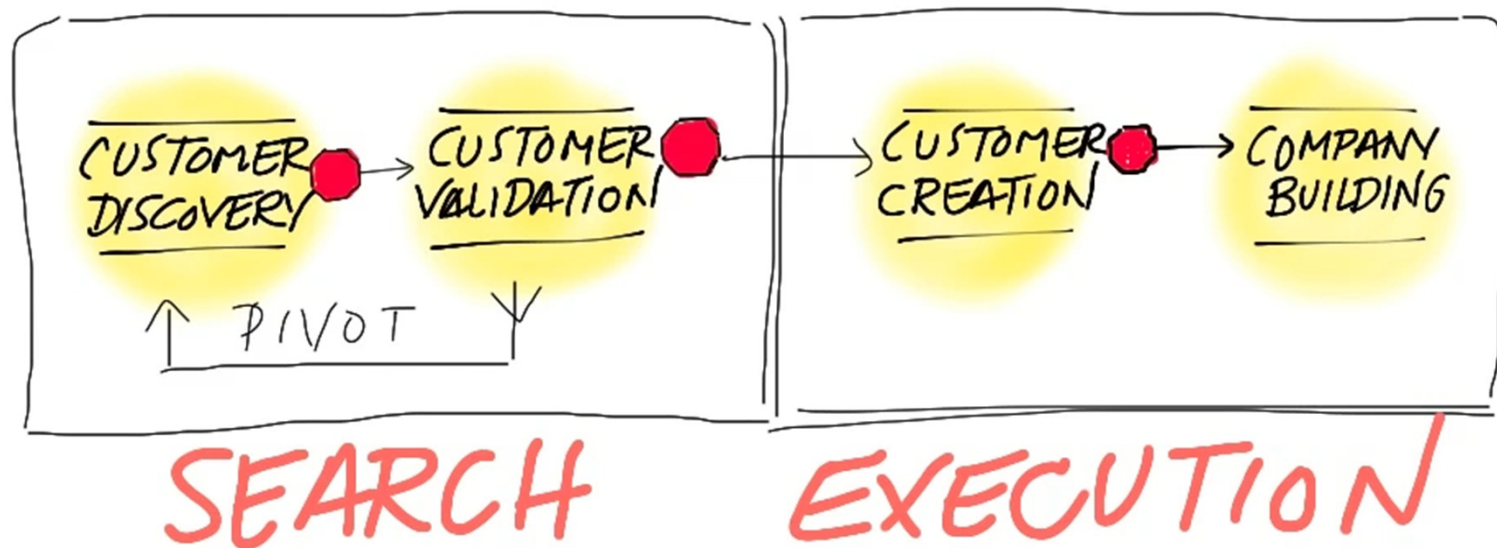
of TIME...
of PEOPLE...
of MATERIAL...
of RESOURCES...

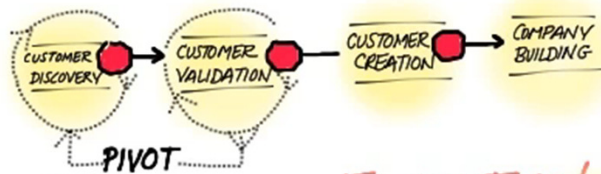


Customer
Development

Details.

**“Customer Development is
how you search for the model”**





SEARCH EXECUTION

- Build high fidelity app or prototype
- Test your understanding of the customer's agreement that you have the solution

The match between your VALUE PROPOSITION and CUSTOMERS is called **PRODUCT/MARKET FIT.**

PHASE 3

Test the Solution



"HEY! Is this what you NEED?"

PHASE 2

Test the problem

- Get out of the building
- Build wireframe or prototype
- Test your understanding of the customer's problem or need.



- Do people agree you are solving a high value problem or need?
- Do you understand your business model enough to start test selling?
- Is it big enough to be a business?

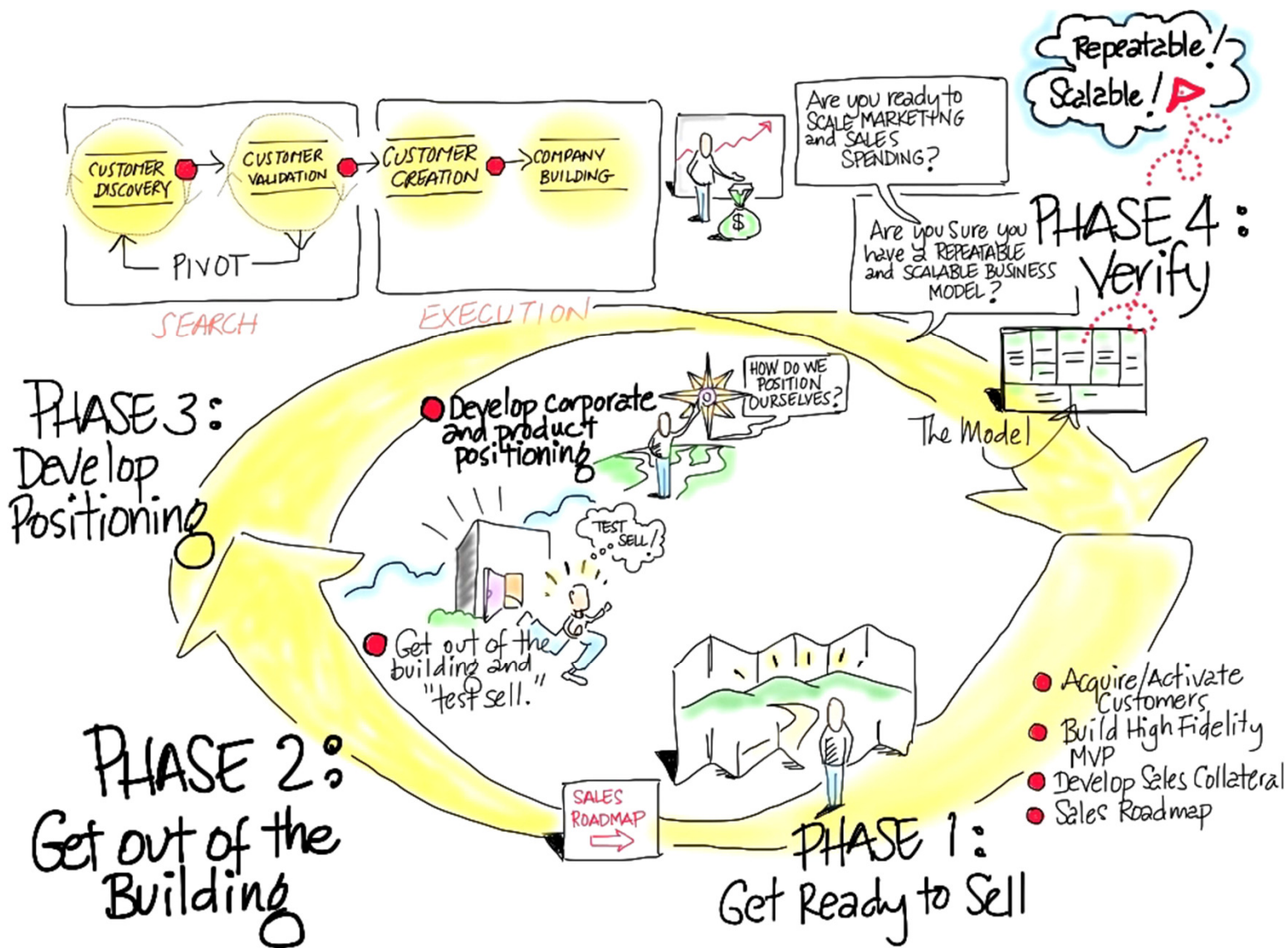
PHASE 4
Verify or Pivot



PHASE 1

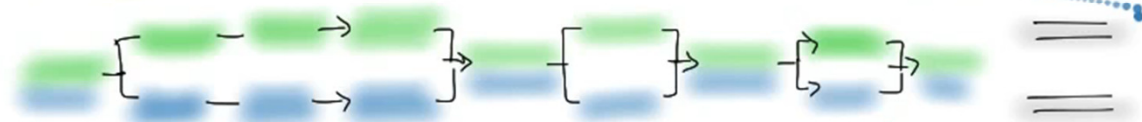
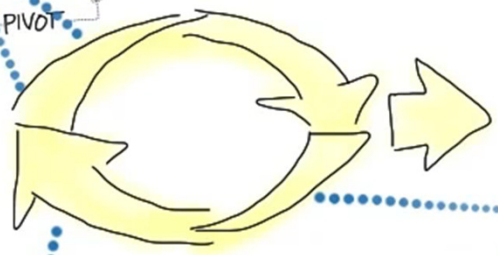
- State HYPOTHESES
- Draw BUSINESS MODEL CANVAS

Draw canvas inside the building...





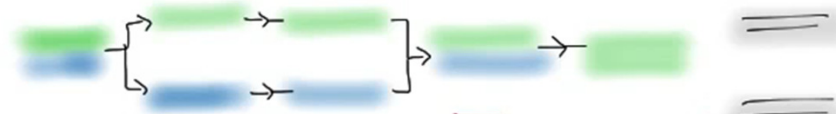
CUSTOMER DISCOVERY



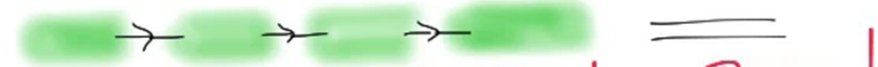
STEP 1: State Your Hypothesis



STEP 2: Test the Problem



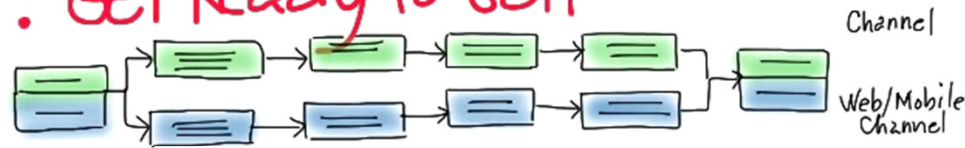
STEP 3: Test the Solution



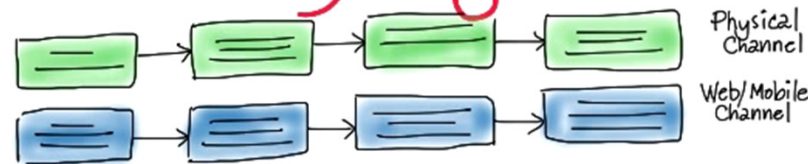
STEP 4: Pivot or Proceed

CUSTOMER VALIDATION

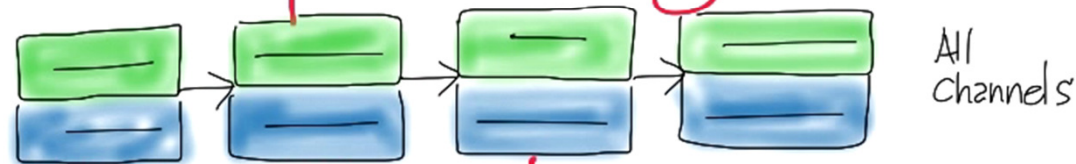
STEP 1: Get Ready to Sell



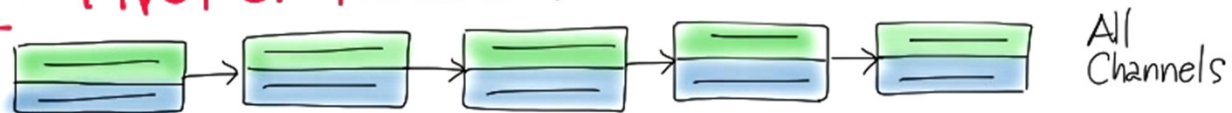
STEP 2: Sell to Early Vangelists



STEP 3: Develop Positioning



STEP 4: Pivot or Proceed



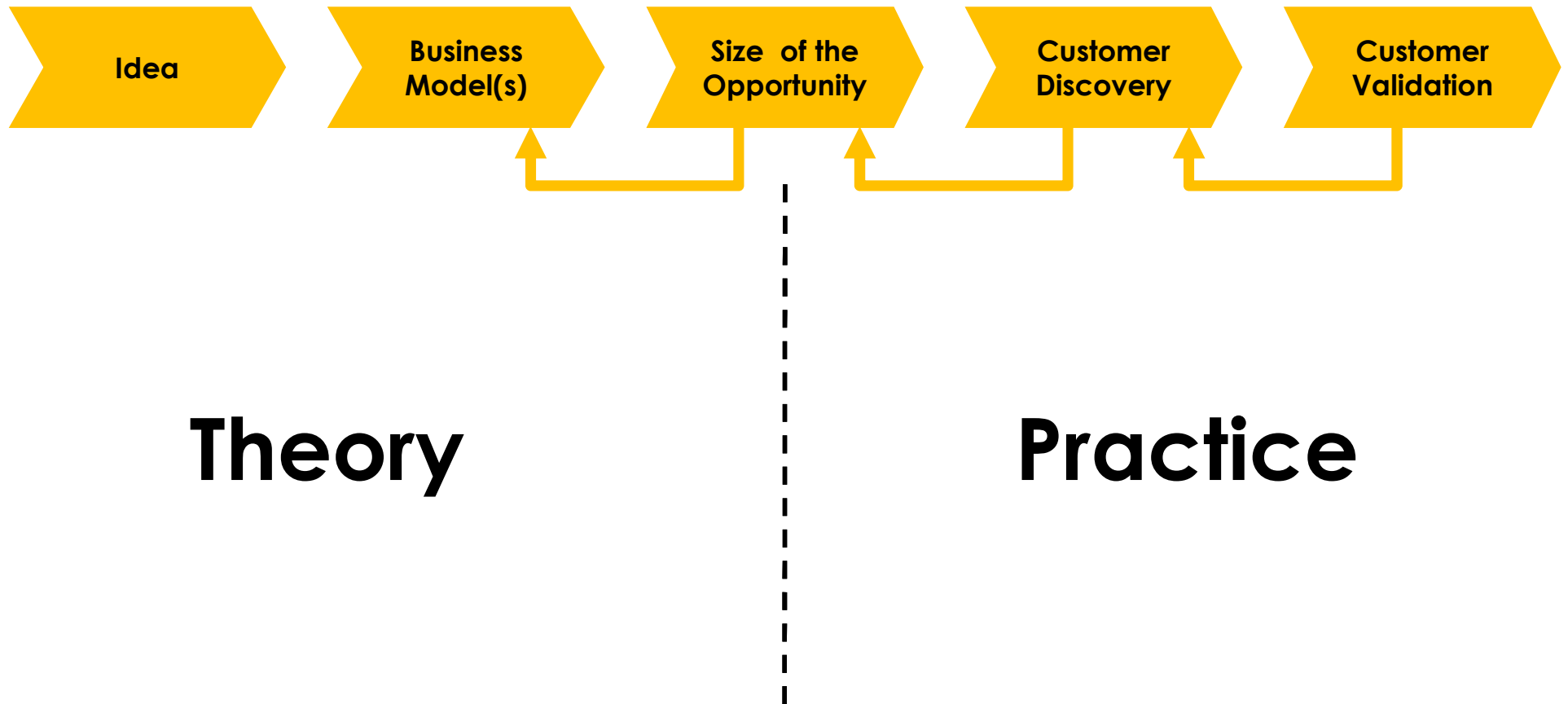
HOW TO BUILD A STARTUP

Idea
Business Model
Size Opportunity
Customer Development

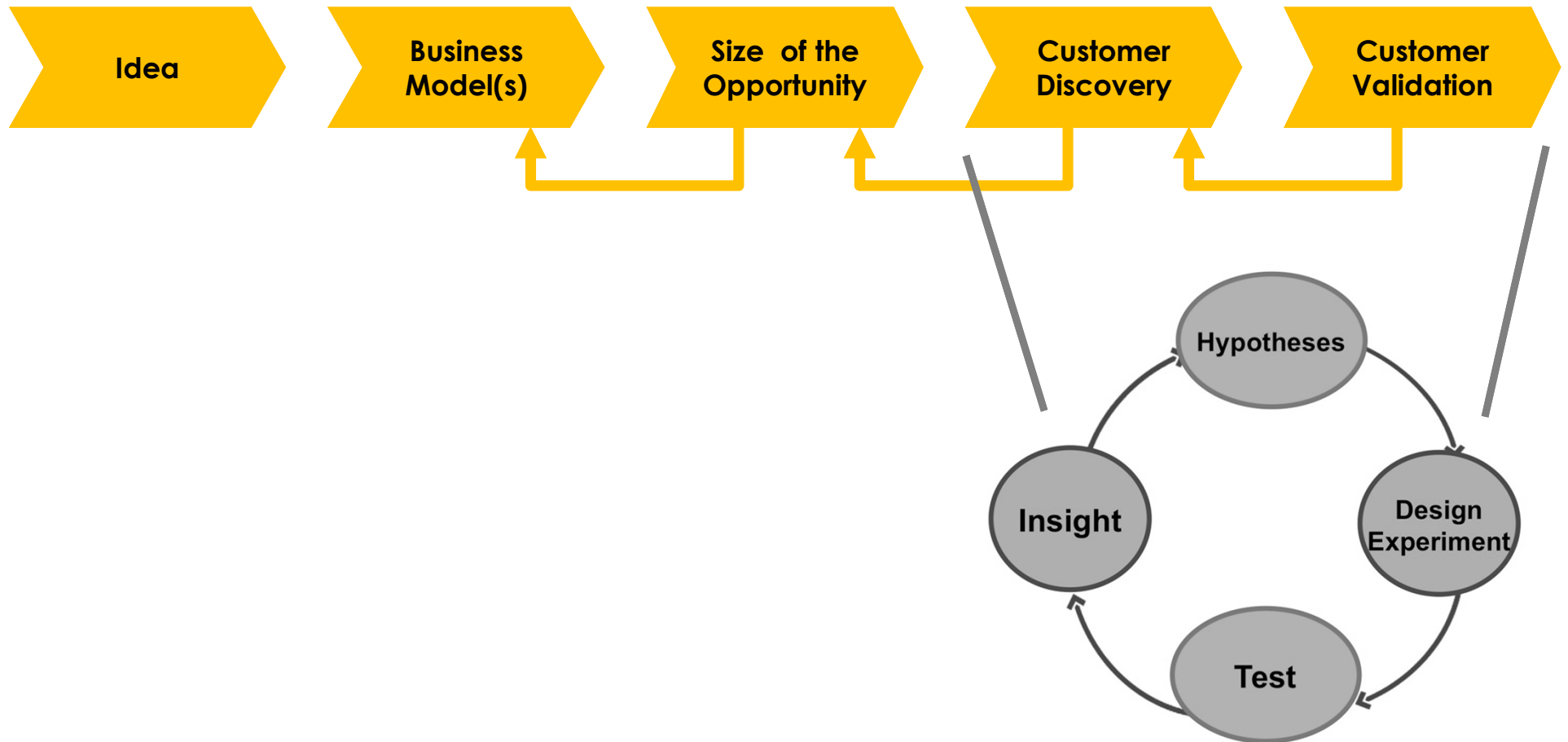
How to Build A Startup



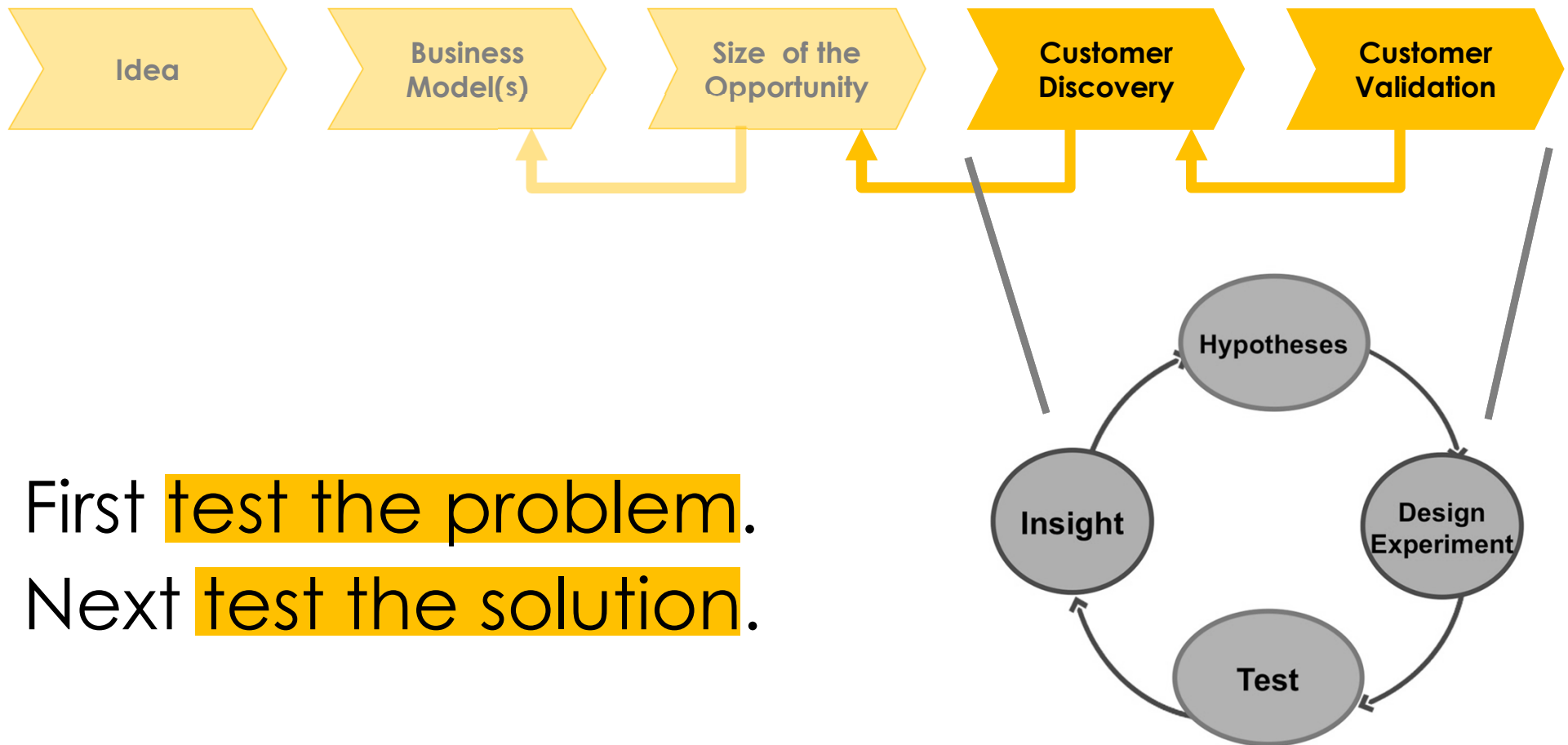
How to Build A Startup



How to Build A Startup

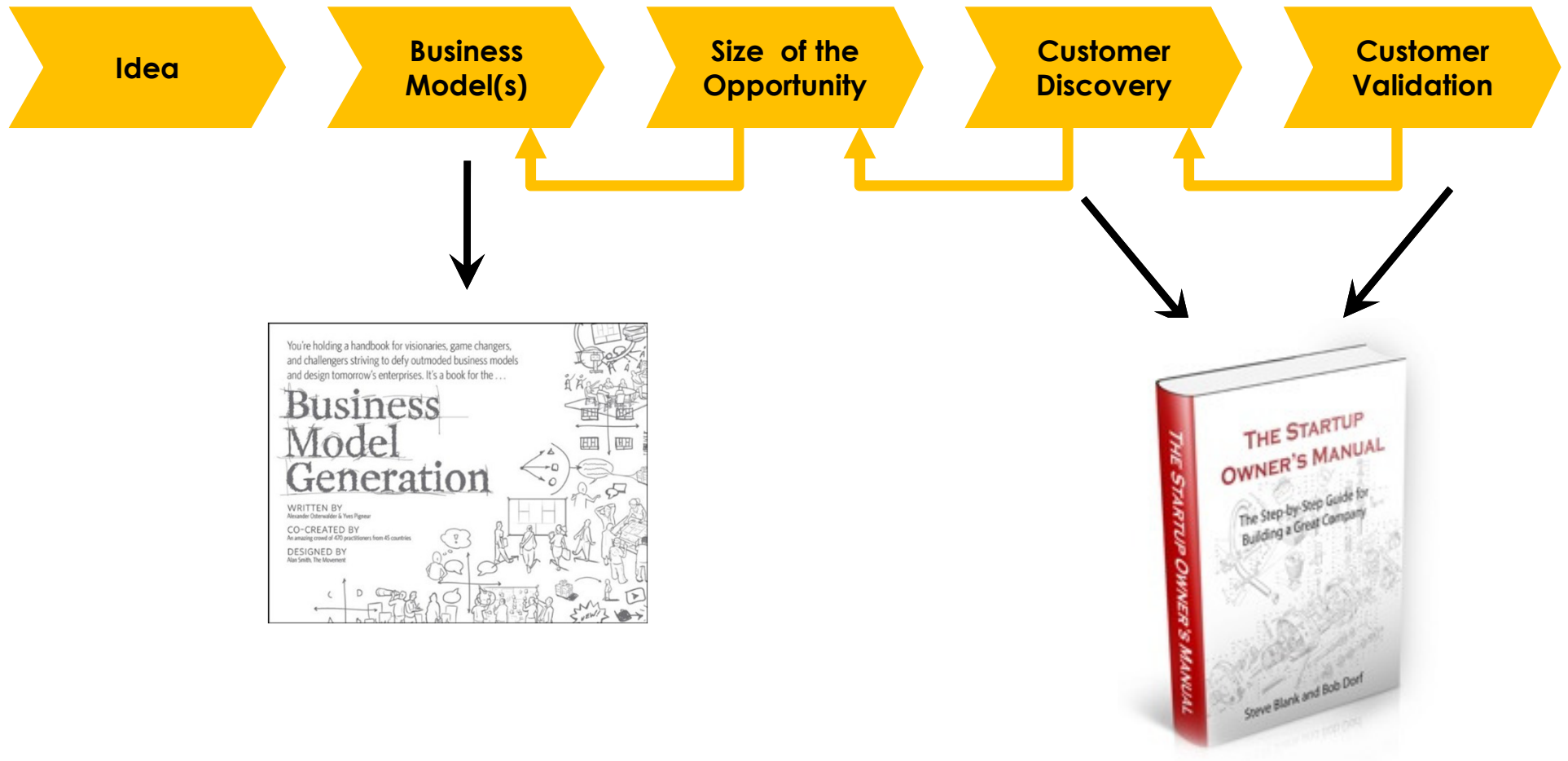


How to Build A Startup



First test the problem.
Next test the solution.

How to Build A Startup



Part 3

How Does this Really Work?

Lean**FGV**

Ideation Lean FGV Pad v.2



Instructions:
Post it – parameters of your idea

Name of your idea/business GoCheff

Client
Who is your target Market?

Amateurs and professional chefs residing in São Paulo.
Middle and upper class people between 20 and 50 years old who need cooks for an specific event in São Paulo and that like entertaining and new experiences.
Businesses connected to culinary that want to advertise themselves

Competitors
Direct competitors? Indirect?

Direct: Catering companies, Get Ninjas, event's Buffets
Indirect: Restaurants, Food delivery services

Benefit
What is the benefit for your client?

Have a nice and fresh dinner, made just for you, in the comfort of your house, for a good price.
Connect chefs to their clients in a easier way.
Expose the companies that advertised to people who are looking interested in culinary

Problem
What is the problem? What is the solution?

Problem: Have an informal or formal meal reunion at your place with no one or no time to cook a nice meal for a good price
Solution: Hire a cooker of your own choice, on an app, that will solve all ingredients, dishes and appliances problems

Replicability
Why the business model is replicable?

With increase in demand we can expand to other cities.
Also we can change the price of taxes that the customer, chefs and advertisers have to pay, making the profit margin bigger.

Scalability
Why the business model is scalable?

We can expand the service to other cities and eventually to other countries applying the same model and having similar costs

Technical Skill
Do the team have partners with technical skills to execute the idea? Who? Why?

The team doesn't have the technical skill to develop an app, but it can easily hire someone to do it due to it's complexity

Management Skill
Do the team have partners with management skill? Who? Why?

Yes, all of us, we all had classes related to the subject and can apply the knowledge

Opportunity

Team

Solution

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?

KEY PARTNERS FOR INVESTORS:
Distribution and payment
Acquisition of risk and uncertainty
Acquisition of particular resources and activities

Investors, chefs.

Key Activities



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

KEY ACTIVITIES:
Production
Distribution
Customer Relationship
Platform/Network

Linking chef and customers.

Key Resources



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

KEY RESOURCES:
Physical
Intellectual (brand, patents, copyrights, data)
Human
Financial

Registered chefs, app and website and clients.

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:
Newness
Performance
Customization
"Convenience for the User"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

The company will be linking people who need chefs for a specific event, or for just a simple meal to an available chef.

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 assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Convenience

The customer relationship will be self-service with the chefs and with the clients.

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?

CHANNELS:
A. Distribution
How do we reach customers about our company's products and services?

The company will have an app and a website. We will be marketing through social media and outdoors.

Customer Segments



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

CUSTOMER SEGMENTS:
Mass Market
Niche Market
Segmented
Multisided Platform

On one side the company will have a range of chefs from amateurs to professionals who want to make some extra money on their free time. On the other side the company will serve customers ranging from middle to high social class.

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?

KEY COST STRUCTURE:
Cost Structure (Operational structure, low price value proposition, maximum automation, extensive outsourcing)
Cost Structure (Operational structure, low price value proposition, maximum automation, extensive outsourcing)

KEY COST STRUCTURE:
Fixed Costs (salaries, rent, utilities)
Variable Costs
Economies of Scale
Economies of Scope

Creating and maintaining the app and website, advertising, and chefs selection process.



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?

REVENUE STREAMS:
Asset Sale
Usage Fee
Subscription Fee
Licensing/Selling/Leasing
Advertising
Brokerage Fees
Advertising

REVENUE STREAMS:
License Fee
Product Feature dependent
Customer segment dependent
Volume dependent

REVENUE STREAMS:
Advertising (per impression)
Selling (commission)
Referral (commission)
Referral (commission)

Percentage of sales, advertising.



Hypothesis Test | Customers who hire

1. Tell me a story about the last time you tried to have a dinner party.
2. Did something go wrong? What?
3. How did you solve your problem?
4. Were you able to spend time with your guests?
5. Did you do the cooking by yourself?
6. Did you have trouble preparing the dinner?
7. Did you buy the right amount of food for your guests?
8. Do you like trying out new things?
9. How often do you go out to eat?

Hypothesis Test | Cookers

1. Tell me a story about the last time you were hired to cook for someone.
2. Did you have problems? Which?
3. How did you solve the problem?
4. Are you having trouble finding work? Or are you satisfied with your work?

Hypothesis Test | Companies

1. Where and how do you usually promote your company?
2. What is your target market?
3. What do you think of app advertisements? Are they effective?

Answerers | Customers

All the questions were made with people in the Iguatemi Mall, Tuesday, March, 8

Questions	Victoria, 20	Henrique, 22	Carlos, 52	Luisa Tamer, 22	Diane Zehil, 25	Miriam, 36	Ricardo, 46	Stela, 45	Diogo, 21	Nilberto, 48	Lola, 32	Leticia, 28
1 Tell me a story about the last time you tried to have a dinner party.	It was last Sunday, I made a Japanese dinner party at my house.	It was a Sunday afternoon when I invited my family and my friends to have a barbecue in my place. Everybody showed up and enjoyed the time till the end.	It was in my house to celebrate my mother's birthday, for 20 people.	Yes. I tried to prepare a dessert, but when I started, I realized that I've forgotten the main ingredient and it was late already and the market was closed. So it was impossible to prepare it.	Doesn't remember	At my birthday, my sister came over.	For my wife's birthday.	It was last Saturday, I invited a friend to have a dinner with my family.	I have never had a dinner party, it's just me and my girlfriend.	I invited my friends over to have dinner.	I invited 4 friends to cook with me last weekend.	It was a dinner for the exchange students that enrolled at my college for a couple of months. I did a Brazilian-themed dinner party.
2 Did something go wrong? What?	Yes, we ran out of drinks.	No	No	I looked up in the internet for a dessert delivery, which delivered at late hours. And for my surprise, I've found one.	No	Yes, two people made dessert.	The food overcooked because the guests were late.	Almost wrong, but I could save it, I was talking to my friends and the bruschettas were boiling over.	We tried to cook pasta, we got a recipe online and then when we tried to cook it the sauce was not that good.	Yes I had a trouble, I forgot to buy enough beer.	We forgot one ingredient.	They loved the brigadeiro, and it was over, way too soon.
3 How did you solve your problem?	I ordered some drinks by Ifood.			Yes		We ate both desserts.	We ate it the same way.	I told them it's a new experience to taste a Brazilian food, trying to imitate a traditional Spanish food.	We couldn't solve it, we tried putting more stuff on it but actually didn't work, so we just ate it anyway.	I made a call to my driver and asked him to buy it for me.	One of my friends went to the supermarket and fixed it.	I did more.
4 Were you able to spend time with your guests?	Yes	Yes	Yes	No	No	Yes	Not as much as I would have liked to.	Yes	We spent some time together after the dinner but was not actually a party.	Yes	Yes	Yes

5	Did you do the cooking by yourself?	No	Yes	I did the main course.	No, I've ordered it	Yes	Yes	Yes	Sometimes yes, but sometimes I order	I cooked with my girlfriend, was not a party was more of a meeting.	I did it all by my self	We all cooked together	Yes
6	Did you have trouble preparing the dinner?	No	No	No, but the food wasn't a hard work	No, it has left a bit	No, but it took a lot of time and effort to prepare it so that everything goes fine	Não	No	I'm afraid to burn the food, specially with fries	We had some problems as I said before.	I had no trouble, I invited everyone to stay in the kitchen with me, chatting.	Just the forgotten ingredient	No
7	Did you buy the right amount of food for your guests?	Yes	Actually I bought an extra amount to guarantee that all my guests have a good time	Yes		A bit more than necessary	Yes	No, I bought too much	Not so much I did a simple menu	We didn't do the right amount of food, we had leftovers and we sadly had to throw it into the garbage.	Yes, I bought the right amount of food.	No, we bought less food than needed	No, but thank god, I had more condensed milk
8	Do you like trying out new things?	Yes	Yes	Yes	Yes, I was pretty satisfied and surprised with the dessert delivery website	Yes	Yes	Yes	I'm not a good cooker but I love to try new recipes when I have time to do.	We like trying out new things, it's cheaper and we can spend more time together just me and her.	Some times, but not often.	Yes, new recipes from the internet	Yes
9	How often do you go out to eat?	Once a week	I go out very often to eat, because I like to try new places, new tastes and new experiences.	Once a week	Every weekend	Often	Once a week	4-5 times per month	Almost every day	I eat out every day especially in lunch time, but I try to have dinner at home	Two or three times a week, I like going out for Japanese food	Yes, lunch most of the time because of work	Every week

What we learned from customers interviews?

- Correct and amount of ingredients are a problem.
- People also forget about drinks.
- In general, for a small gathering people are able to cook and spend time with their guests.
- People like trying new things and new experiences.
- In general people eat at least once a week out in a good restaurant. In the day to day people tend to look for “kilos” or fast food.
- Other problems that happened were the lack of planning in preparing and the lack of experience resulting in a food different than expected.
- People often solve their problems with the help of others.

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?

INTERMEDIATION FOR PARTNERSHIPS:
Disintermediation and reintermediation
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Investors, chefs, food companies.

Key Activities



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

CHARACTERISTICS:
Production
Distribution
Platform Building
Platform Network

Linking chef and customers.

Key Resources



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

KEY RESOURCES:
Physical
Intellectual (brand, patents, copyrights, data)
Human
Financial

Good selection of cooks (quality), actualized app, up to date ratings and minimal ratings, background checks on cooks and customers.

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:
Novelty
Performance
Customization
"Selling the Sizzle"
Design
Brand/Status
Price
Overhead Costs
Risk Reduction
Accessibility
Convenience/Usability

The company will be linking people who need chefs for a specific event, or for just a simple meal to an available chef. **The chef will take ingredients, drinks and required appliances needed for the gathering.**

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?

CHARACTERISTICS:
Personal Assistance
Digitalized Personal Assistance
Self-Service
Automated Services
Communities

The customer relationship will be self-service with the chefs and with the clients.

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?

CHARACTERISTICS:

The company will have an app and a website. We will be marketing through social media and outdoors. **We will also have partnerships with restaurants and famous cooks, like "masterchef", participants.**

Customer Segments



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

MARKET SEGMENT:
Market
Market Segment
Segment
Market-based Platform

On one side the company will have a range of chefs from amateurs to professionals who want to make some extra money on their free time. On the other side the company will serve customers ranging from middle to upper classes between 20 to 50 years old who like entertaining and like new experiences. **Additionally, our customers are people who eat at good restaurants at least once a week.** Also, businesses connected to culinary that want to advertise themselves.

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?

IN-TYPE BUSINESS MODEL:
Cost Drivers (Customer case structure, low price value proposition, maximum automation, extensive outsourcing)
Value Drivers (Chefs and value creation, premium value proposition)

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

Creating and maintaining the app and website, advertising, and chefs selection process, **and background checks on people hiring the service.**



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?

REVENUE CHARACTERISTICS:
Asset-based
Usage Fee
Subscription Fee
Licensing/Leasing/Leasing
Referral Fee
Advertising

FIXED PRICING:
Lump Sum
Product/Service dependent
Customer segment dependent
Volume dependent

REVENUE PRICING:
Organizational/Targeting
Bundling
Bundling/Unbundling
Bundling/Unbundling

12% percentage of sales, advertising.



Answerers | Cookers

Name	Age	Tell me a story about the last time you were hired to cook for someone.	Did you have problems? Which?	How did you solve the problem?	Are you having trouble finding work? Or are you satisfied with your work?
Carla	43	The last I cooked for someone was at a small party, where I made some pizzas	I didn't have the necessary space to prepare the meal	By using more space destined to the party to create the isle where I would cook	Yes, because I need to get clients and the only way I can do that is by formers clients indications
Flávia	21	The last time was at a dinner party organized by me at my own house	Yes, some had food restrictions which I wasn't prepared for	By cooking individual meals for each of them	Not yet, because I am still at College and I cook to others only to acquire experience
Tânia	62	I was at a my former boss' house to cook lunch for her and her family	No	.	I am not looking for a job because Iam a retired house maid, but it would be nice to do the since thing I did for my ex boss to win some extra money
Marco	27	I cooked a dinner for a family who was thowing a birthday party	Yes, at their kitchen I didn't have the appropriated equipment	I improvised with what they already had	Yes, because I em only starting in this field and big restaurants and deliverys are really hard to compete with
Luis Octavio	56	I was hired for catering at a small wedding	yes, the groom said he had bought all the necessary supplies but he hadn't	I asked my assistent to go out and buy those	I am satisfied with my work but I wanted some extra clients, especially to attract a younger target
Samir	16	I wanted to invite some friends just to chill out at home, we had an idea about cooking a simple meal or asking for delivery	Kind of, we ran out of ingredients to cook	We asked for pizza	No, I only cook for hobby
Victoria	20	Last Sunday, when I made a japanese dinner party at my home	Yes, we ran out of drinks	By ordering some drinks by Ifood	I'm not looking for a jog right now
Henrique	22	I can't remember because I'm not used with this	Everytime I invite some friends we order through apps.	.	No, I don't think I'm interesed in cooking
Carlos	52	It was in my house to celebrate my mother's brithday, I invited 20 people	No, I did the main course	.	I'm satisfied
Luisa Tamer	18	Yes. I tried to prepare a dessert.	When I started, I realize that I've forgotten the main ingredient and it was late already and the market was closed.	It was impossible to prepare it, so I ordered a dessert	Not yet, because I am still at College and I cook to others only to acquire experience
Miriam	18	.	I always try to prepare things so that everything is fine	.	I'm still in college, but if I find intereseting I can work with cooking maybe.

Answerers | Companies

Company	Where and how do you usually promote your company ?	What is your target market?	What do you think of app advertisements? Are they effective ?
Schincariol (Brasil Kirin)	We promote our products with social media advertisement and, mostly, by supporting parties and concerts so we will be the only ones to sell products there	People from 18 to 40, mostly because our most profitable product is beer	We think they are growing to be very effective and we are trying to invest more on them
Do bem	On social media mostly but also free samples of our products at supermarkets and food stores	Young people, between 18 to 35, trying to be healthier	We think they are the future and so far they have been quite effective for us

What we learned from cookers and companies interviews?

- The cookers had problems organizing and dealing with the people they were cooking for, there were miscommunications
- The cookers has difficulty to find new clients
- Companies like app advertisements, they think they are promising opportunities
- Companies like supporting events as a way of advertising

The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year
Iteration: No.

Key Partners



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INTERVENTIONS FOR PARTNERSHIPS:
Organizational and structural
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Investors, chefs, food companies.

Key Activities



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

CHARACTERISTICS:
Production
Distribution
Platform Building
Platform Network

Linking chef and customers
Providing fresh and good food, with different prices and options at the comfort of eating a meal cooked in your house.

Key Resources



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

KEYS TO SUCCESS:
Physical
Intellectual (Patents, copyrights, data)

Good selection of cookers (quality), actualized app, up to date ratings and minimal ratings, background checks on cookers and customers . Safe and fair selection of Cookers, big range of foods and prices. Promotions for loyal customers.

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:
Novelty
Performance
Customization
"Selling the Job Done"
Design
Brand Identity
Price
Overhead Costs
Risk Reduction
Accessibility
Convenience/Usability

The company will be linking people who need chefs for a specific event, or for just a simple meal to an available chef. The chef will take ingredients, drinks and required appliances needed for the gathering.

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Which ones have we established?
How are they integrated with the rest of our business model?
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Augmented Personal Assistance
Self-Service
Automated Services
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Customer Segments



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

Market Model
Market Model
Segment
Individual
Multi-sided Platform

On one side the company will have a range of chefs from amateurs to professionals who want to make some extra money on their free time. On the other side the company will serve customers ranging from middle to upper classes between 20 to 50 years old who like entertaining and like new experiences. Additionally, our customers are people who eat at good restaurants at least once a week. Also, businesses connected to culinary that want to advertise themselves.

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Which Key Activities are most expensive?

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Cost Drivers (Customer case structure, low price value proposition, maximum automation, extensive outsourcing)
Value Drivers (Growth in value creation, premium value proposition)

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

Creating and maintaining the app and website, advertising, and chefs selection process, and background checks on people hiring the service.



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?

KEYS TO SUCCESS:
Asset costs
Design fee
Development fee
Marketing (printing, mailing)
Licensing
Referrals/Donations
Advertising

FIXED PRICING:
Lump Sum
Product/Service dependent
Customer segment dependent
Volume dependent

REVENUE PRICING:
Subscription (recurring)
Usage (usage-based)
Referral (referral)
Real-time market

15% percentage of sales.



MVP Proposal

<http://www.gocheff.com.br/>

START

ABOUT GOCHEFF

HIRE

SALES

YOUR ACCOUNT

APPLY FOR THE JOB

Create a WiX site!

0



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BEST DEALS OF THE WEEK



Chef Amanda Nunes Garcia

R\$45.00



OFERTA

Picanha with Cheese Gourmet

~~R\$65.00~~ **R\$48.75**



TEMAKI FESTIVAL

R\$45.00



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SEARCH BY:

Chefs

Local

Date

Dishes



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Chef Luigi Passarelli
R\$45.00



Chef Amanda de Souza - minimum price:
R\$25.00



Chef Paulinho Gonzalvez
R\$30.00



Chef Amanda Nunes Garcia
R\$45.00



Chef Paulo Antunes
R\$55.00



Chef Pedro Mansour
R\$70.00



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Chef Amanda de Souza - minimum price:

R\$25.00

Date

Select

About the chef

Mãe de família, cozinhou a vida inteira para os filhos. "Agora que meus filhos cresceram e moro sozinha, queria trazer um pouquinho de alegria pro dia de outras pessoas". Meu prato favorito é o suflê de abobrinha à moda da casa

Prices

Dishes:
from R\$ 20 - R\$ 55



Temaki Festival

Temakis available:

- Salmon
- Salmon + Cream cheese or Maionese
- Fried Salmon
- Kani
- Shirimps
- without rice

[Select dish](#)

Yakissoba

Tell people more about this item.
What's it about and what makes it interesting? Give people the info they need to go ahead and take the action you want.
To make this item your own, click here > [Add & Manage Items](#).



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ZIP/Postal Code

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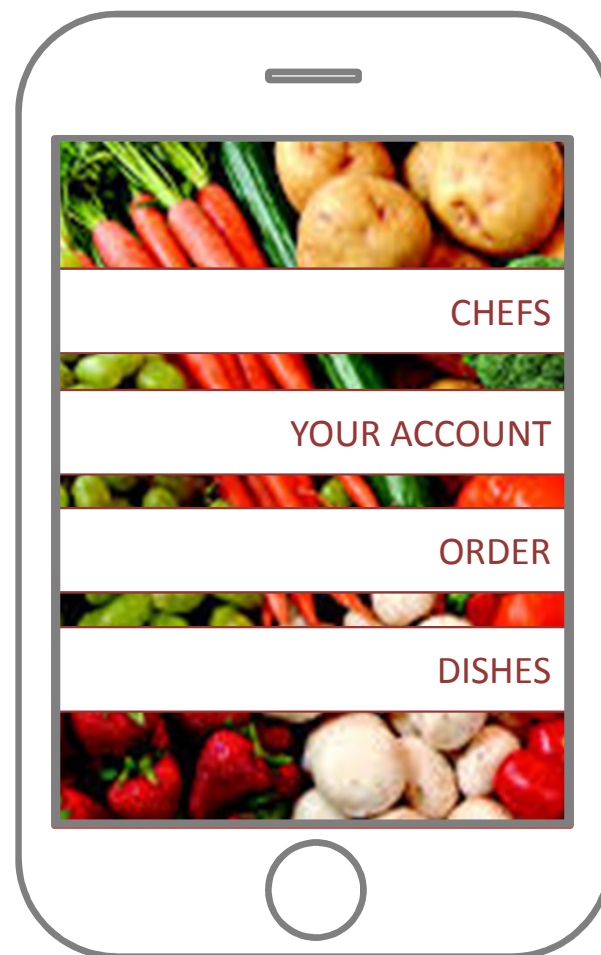
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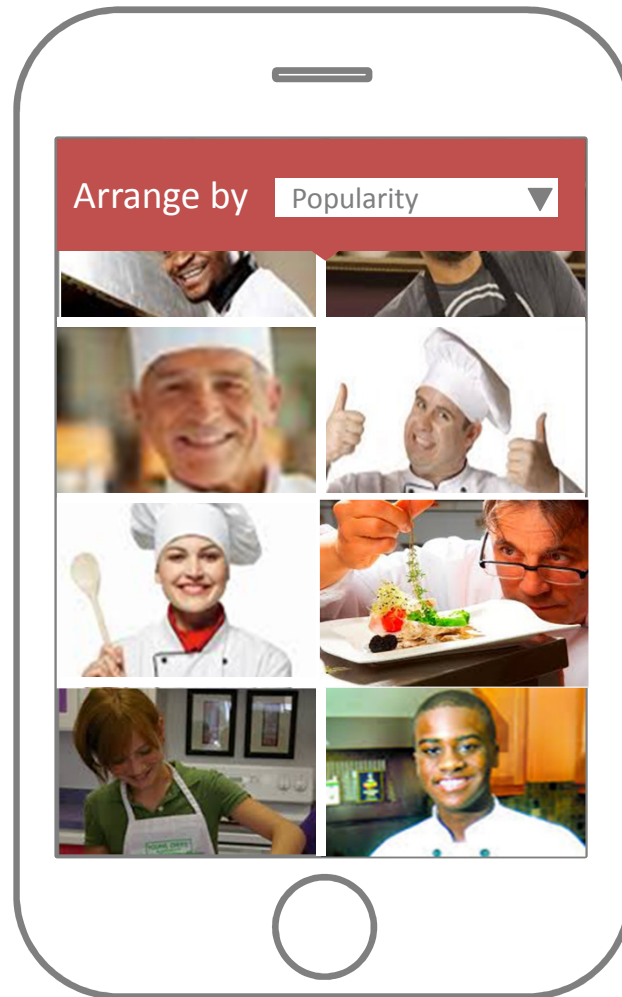
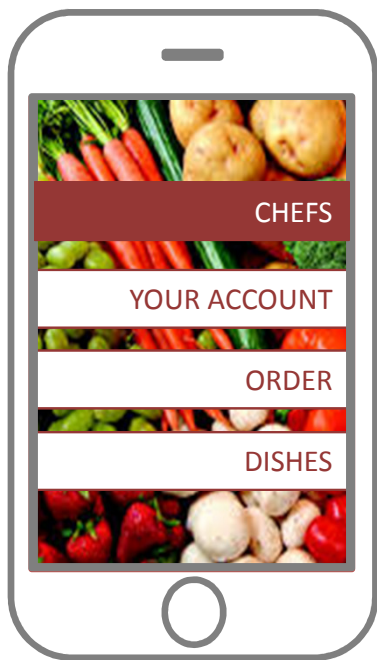
FIND CHEFF





THE APP







GUILHERME
SANTANA, 43

Hire

Available:
Friday/Saturday/Sunday

Dishes:
From R\$70,00 – R\$120,00

See Dishes

Comments:

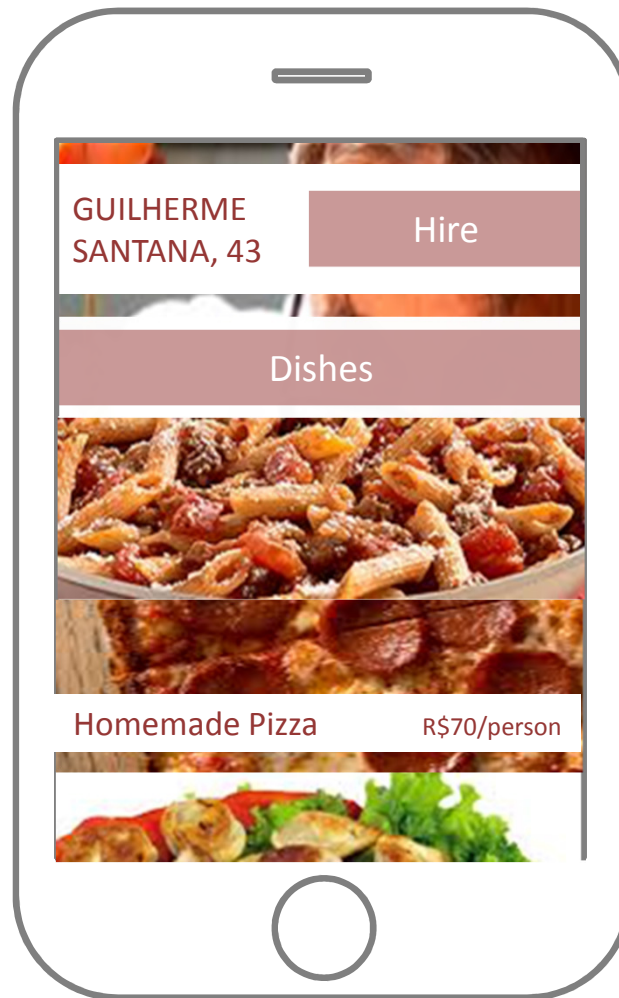
☆☆☆☆☆

Loved the meal. Maybe a bit expensive.

☆☆☆☆☆

Very clean and lovely taste.

No more comments



Gilberto Sarfati.

gilberto.sarfati@fgv.br