



# Gestione Imprese Informatiche

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*Startup Design Lab*

Nome del team

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## **FASE 2 - DESIGN**

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## Brainstorming

Elencate rapidamente ogni idea di possibile offerta, di possibile prodotto o servizio, che possa, a vostro avviso, essere interessante per il mercato che avete scelto di aggredire. Seguendo le indicazioni sulla slide 10.19

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## **Selezione**

Eseguite una sessione Kill&Thrill sulle varie idee e scegliete le 2, 3 o 4 idee migliori.

Sulla base: dell'originalità, della fattibilità, della passione che vi suscitano.

## **Motivazione**

Perché avete scelto quelle specifiche idee e scartato le altre?

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## **Bozze di Modello**

Date un nome a ciascuna delle idee selezionate e sviluppate le prime bozze di Business Model seguendo le indicazioni sulla slide 10.22.

Cercate di completare tutti i settori della cornice che ritenete cruciali. Evidenziate in maniera diversa i percorsi generati da VP o CS differenti.

Per ciascun Modello e ciascun blocco chiave cercate di evidenziare le criticità secondo l'analisi SWOT.



<p><b>Partner Chiave</b></p>	<p><b>Attività Chiave</b></p>	<p><b>Value Proposition</b></p>	<p><b>Customer Relationship</b></p>	<p><b>Segmenti Clienti</b></p>	<p><b>Struttura Costi</b></p>
<p><b>Risorse Chiave</b></p>		<p><b>Canali</b></p>		<p><b>Flu\$\$i Ricavi</b></p>	

Nome Idea



SWOT Generale dell'Idea:

**Punti di Forza**

**Punti di Debolezza**

**Opportunità**

**Minacce**

Punti salienti emersi dallo SWOT dei singoli blocchi:

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## Business Model Definitivo

Sulla base dei risultati dello SWOT sulle bozze di modelli selezionate l'Idea Definitiva.

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<p><b>Partner Chiave</b></p>	<p><b>Attività Chiave</b></p>	<p><b>Value Proposition</b></p>	<p><b>Customer Relationship</b></p>	<p><b>Segmenti Clienti</b></p>	<p><b>Struttura Costi</b></p>
<p><b>Risorse Chiave</b></p>		<p><b>Canali</b></p>		<p><b>Flu\$\$i Ricavi</b></p>	

Idea Definitiva:



### **Soluzione delle Criticità**

Come pensate di affrontare le criticità emerse dall'analisi SWOT? Come sfruttate i Punti di Forza e le Opportunità? Come gestite Debolezze e Minacce?

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### **Note, Conclusioni e Commenti**

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