





?



QUEM?



- QUEM SOFRE MAIS?
- PARA QUEM PODEMOS GERAR MAIS IMPACTO?



JTBD





MAS POR QUÊ EU QUERO
UM FURO?







Your customers don't buy or
subscribe to your product,
they hire it for a job.
What is it that your users want
to get done?

NETFLIX

A collage of various Netflix titles including Prison Break, The Flash, Masha and the Bear, and others, serving as a background for the advertisement.

NETFLIX

See what's next.

WATCH ANYWHERE. CANCEL ANYTIME.

JOIN FREE FOR A MONTH

**“Concorre com tudo que
você faz para relaxar”**

John Doer, Netflix

WATCH ANYWHERE. CANCEL ANYTIME.

JOIN FREE FOR A MONTH

**“Concorre com tudo que
você faz para relaxar”**

John Doer, Netflix

Technology

Netflix's biggest competitor? Sleep

Uber v self-driving cars, Facebook v video games. Some of the tech industry's biggest rivalries are not what you would expect



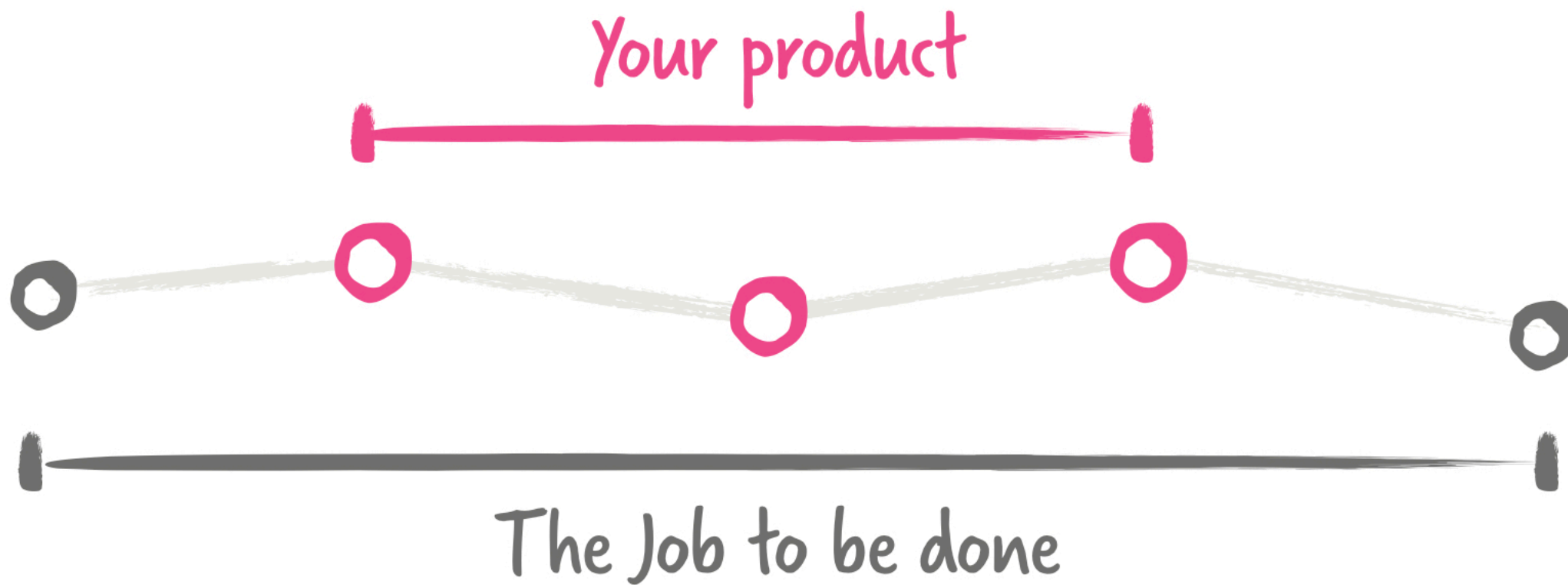
Most popular in US

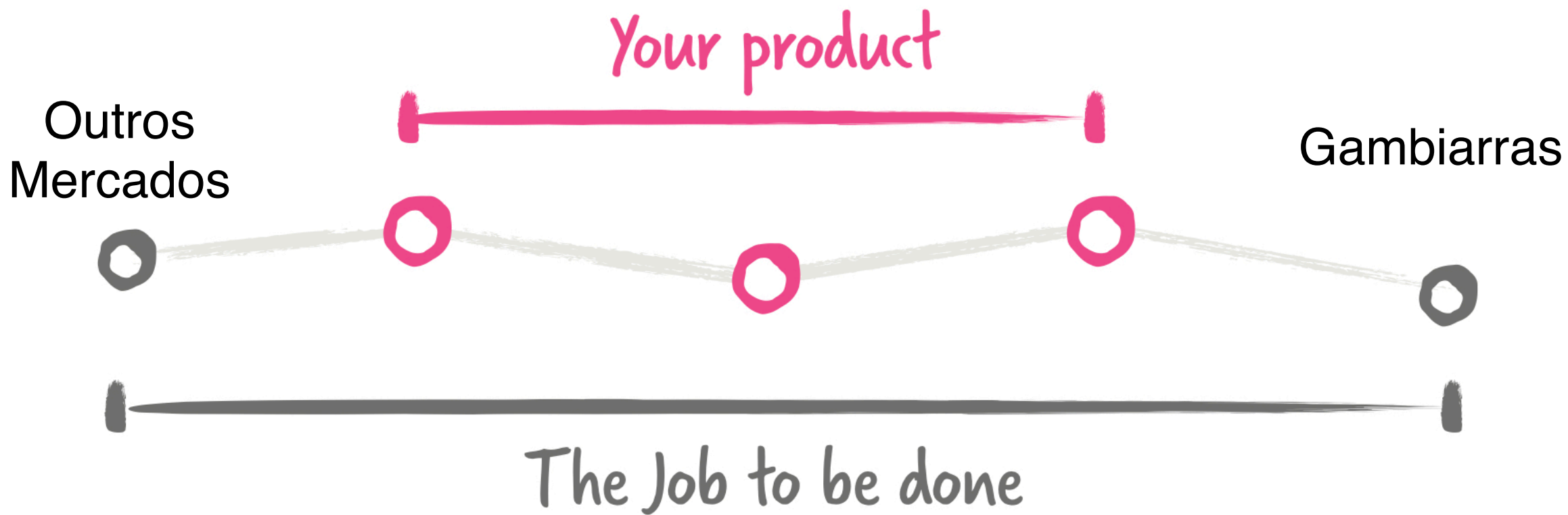


North Korea nuclear threat: should California start panicking?

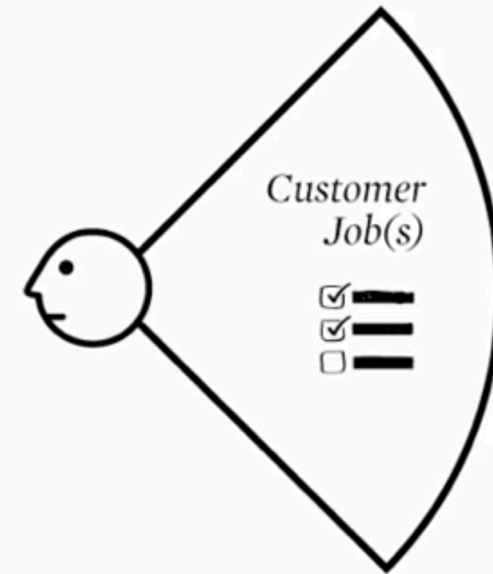


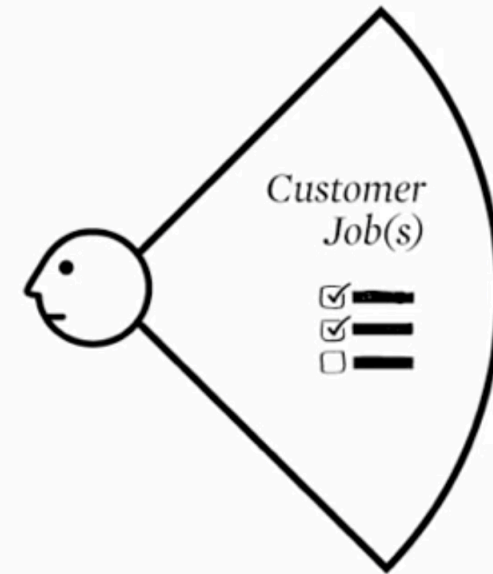
Donald Trump's North Korea 'armada' gaffe was dangerous buffoonery | Richard Wolffe











Funcional

Social

Emocional

FUNCIONAL

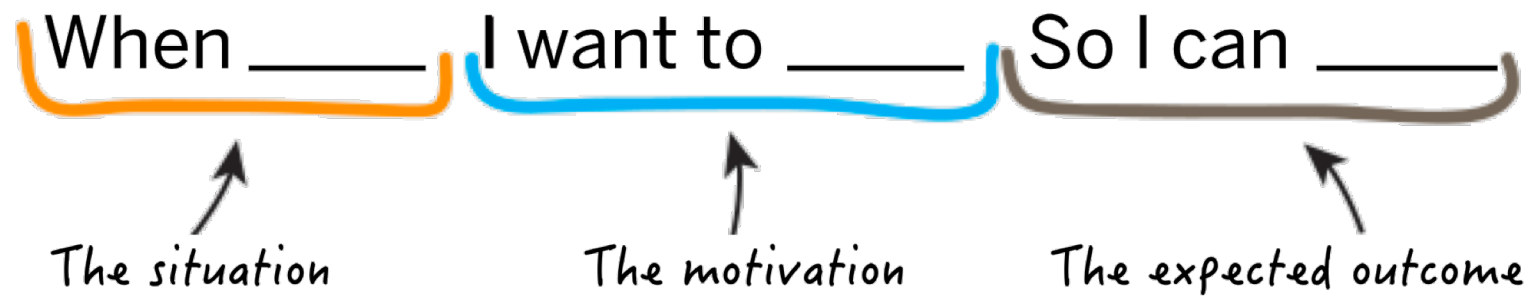
É a tarefa mais elementar, básica. É o produto ou serviço em si.

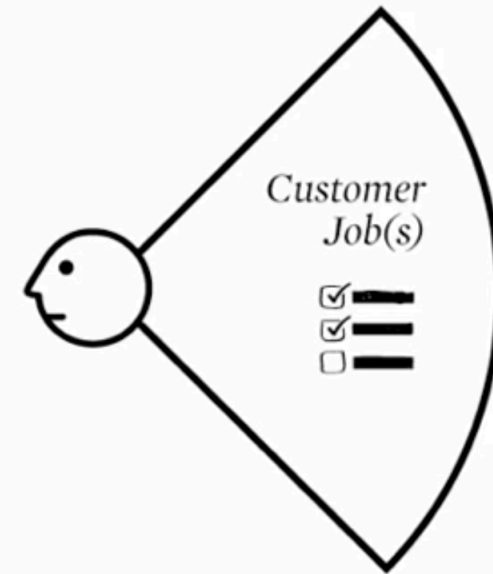
EMOCIONAL

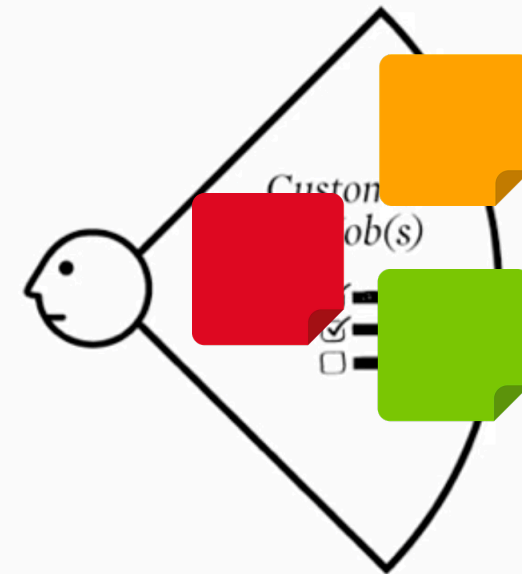
Tarefas que fazem com que o usuário/cliente se sintam melhor. É a experiência vivenciada, de fato.

SOCIAL

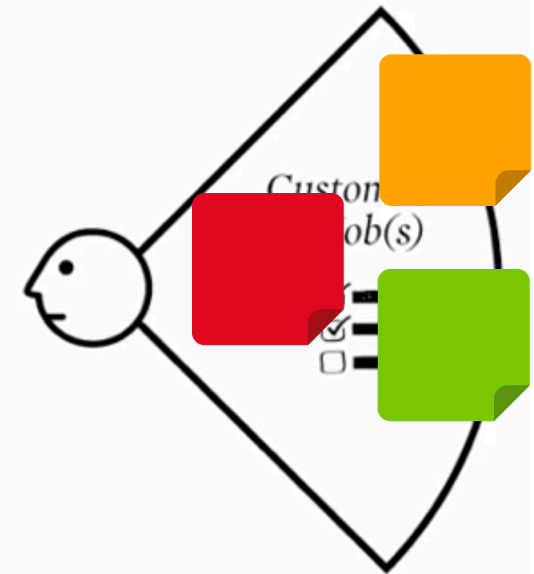
Tarefas que ajudem o usuário a se conectar com os outros, ou que façam com que o usuário/cliente queira compartilhar sua experiência com os outros.

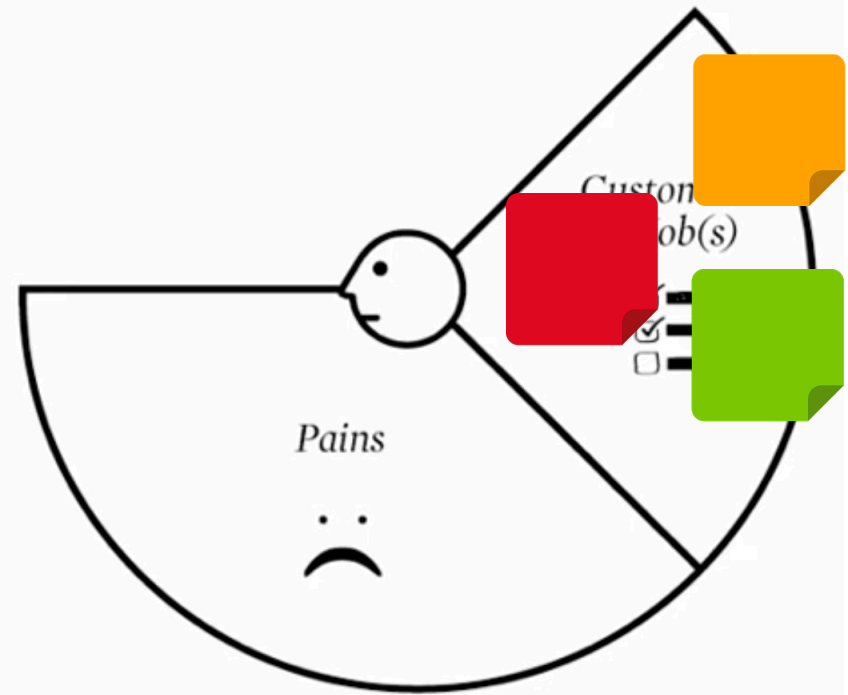


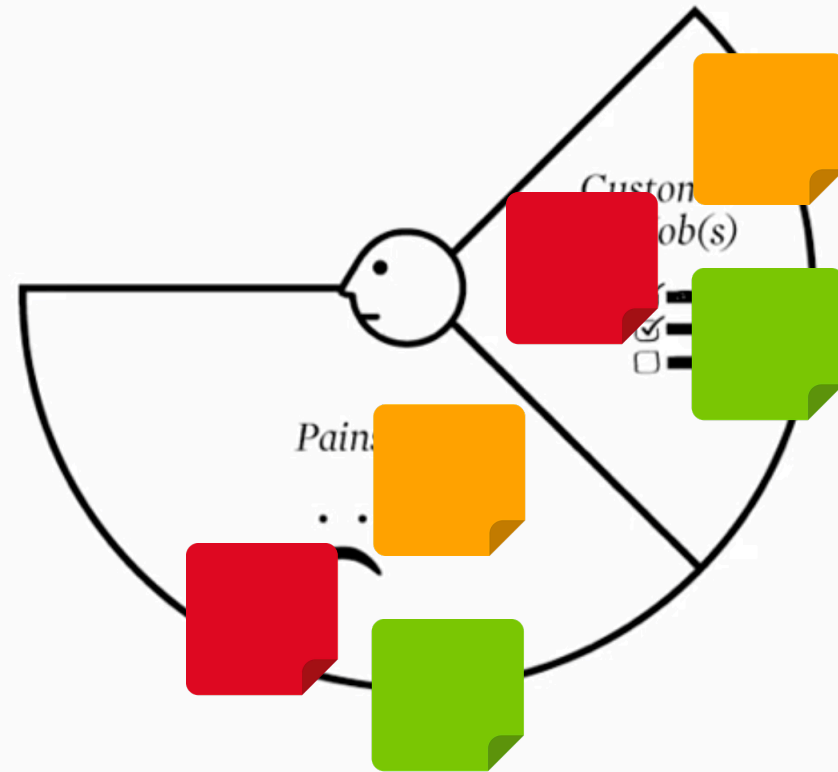


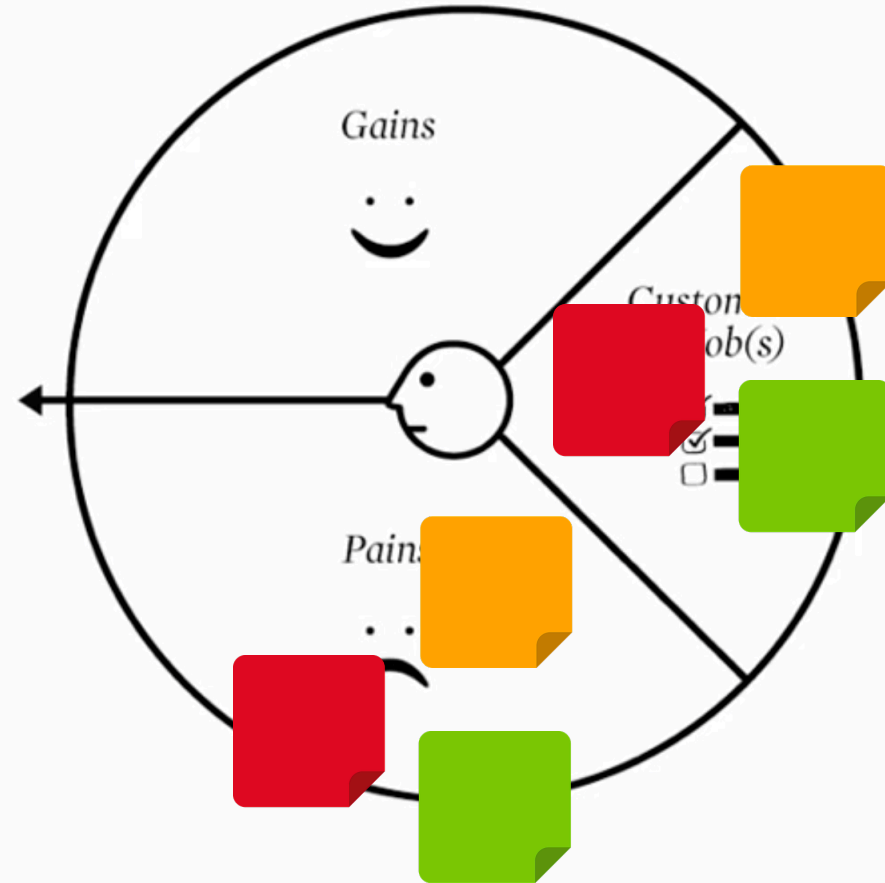


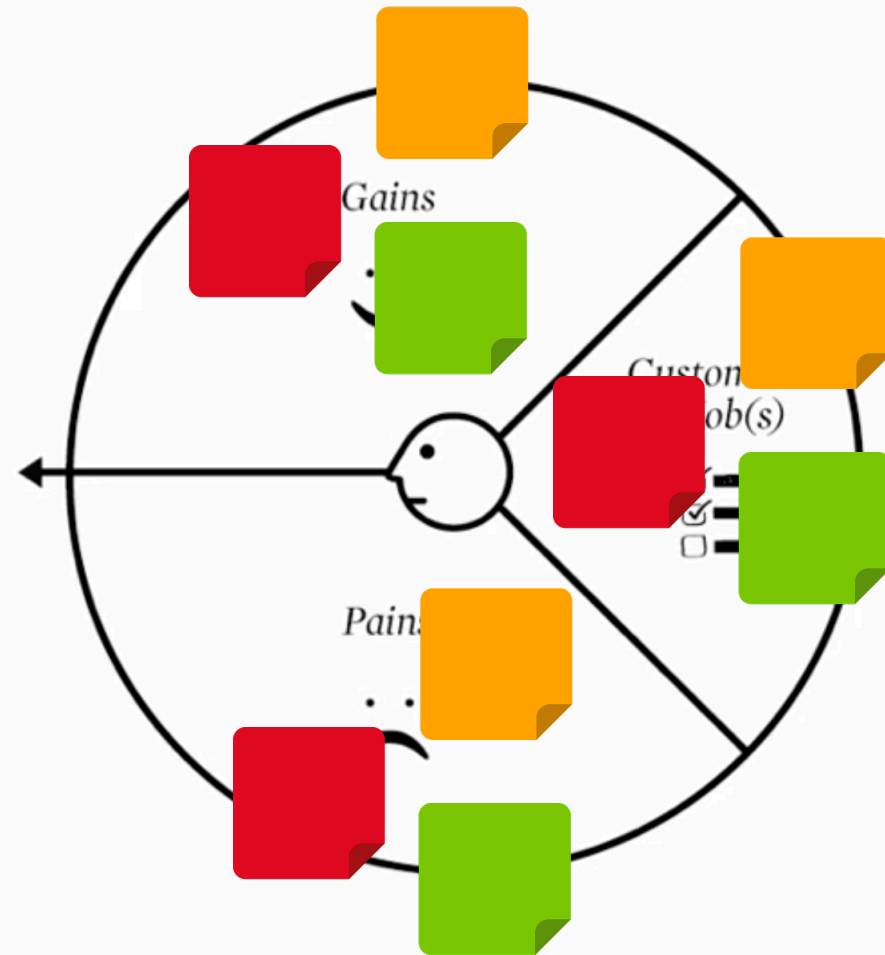
VALUE PROPOSITION CANVAS

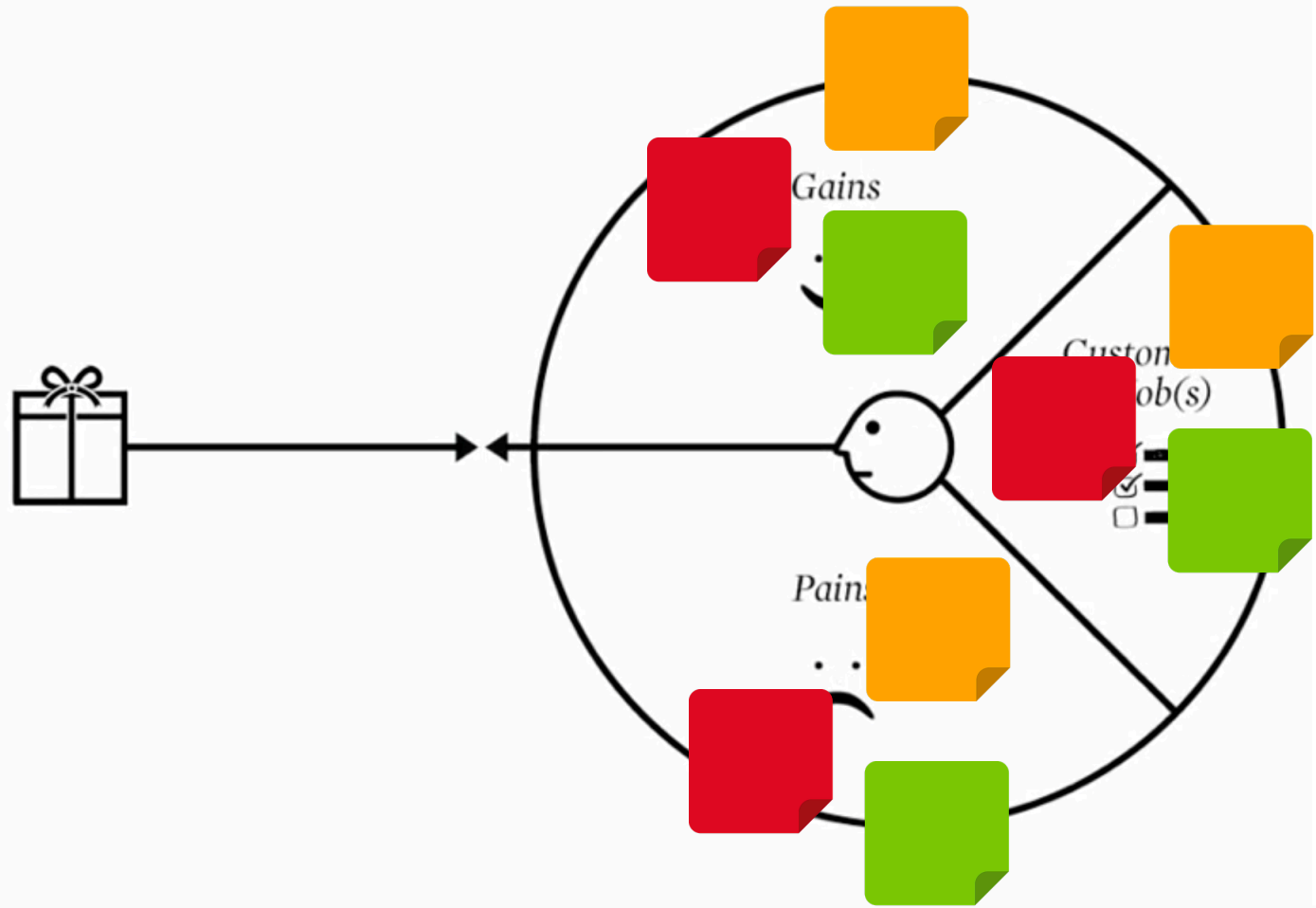


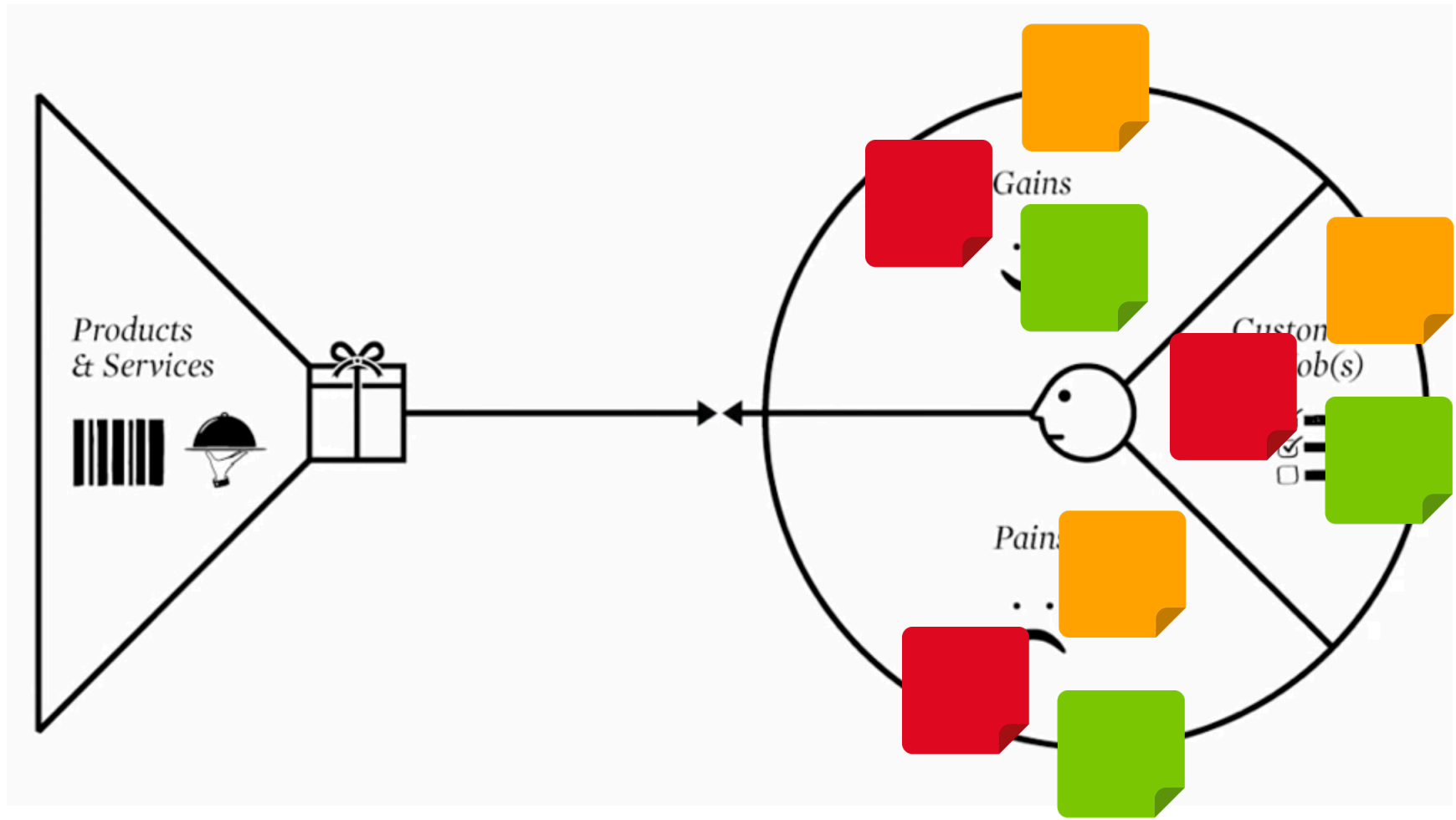


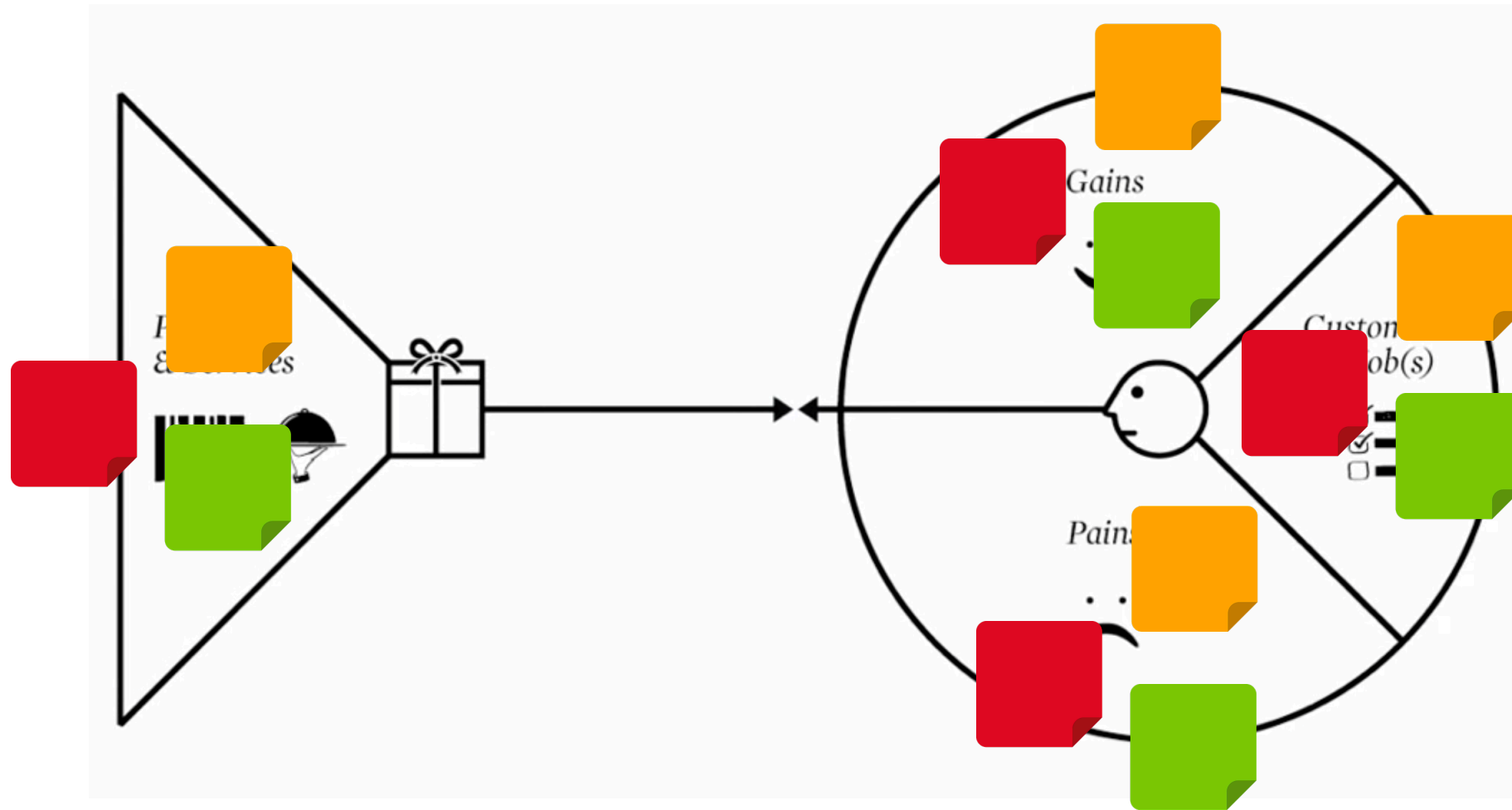


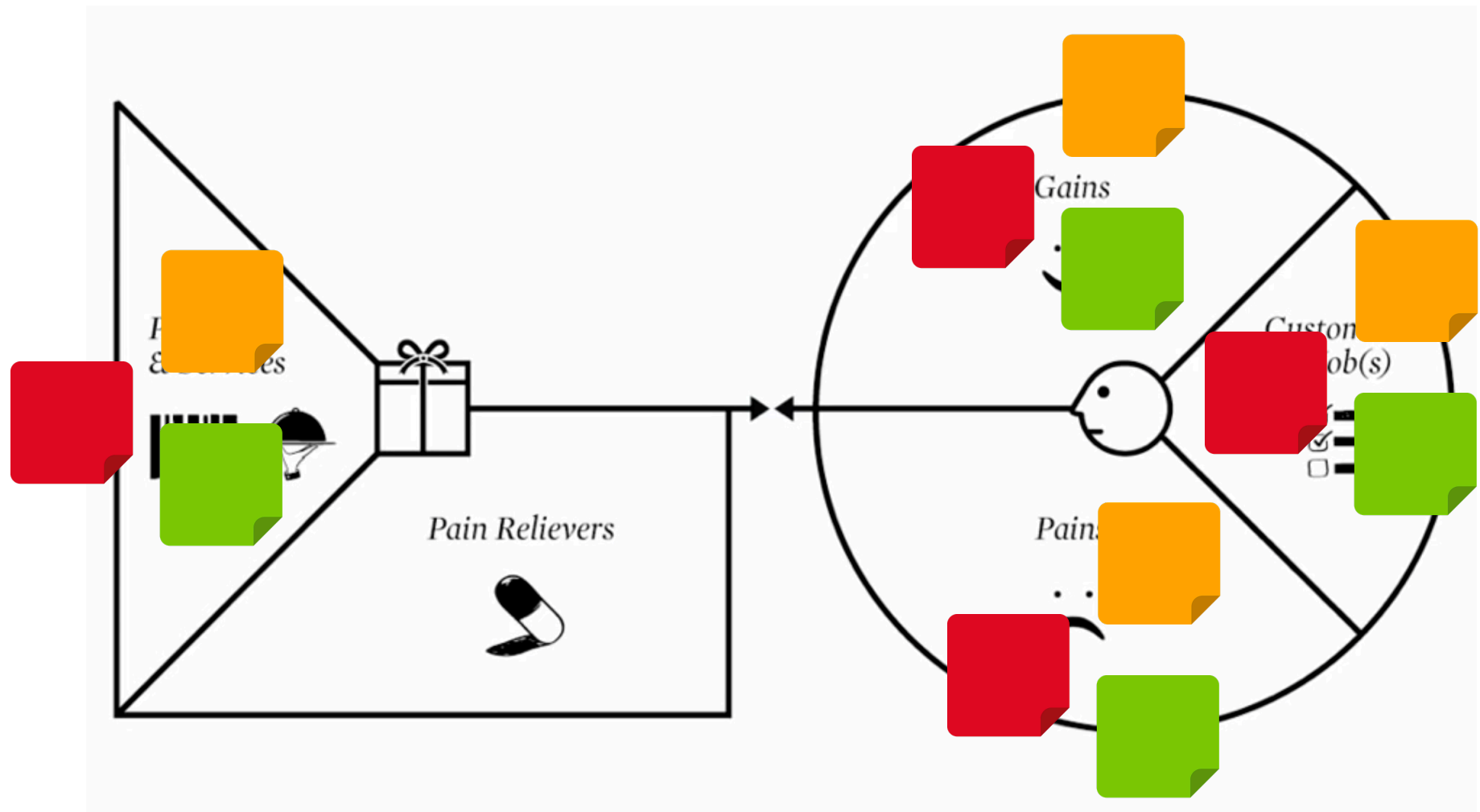


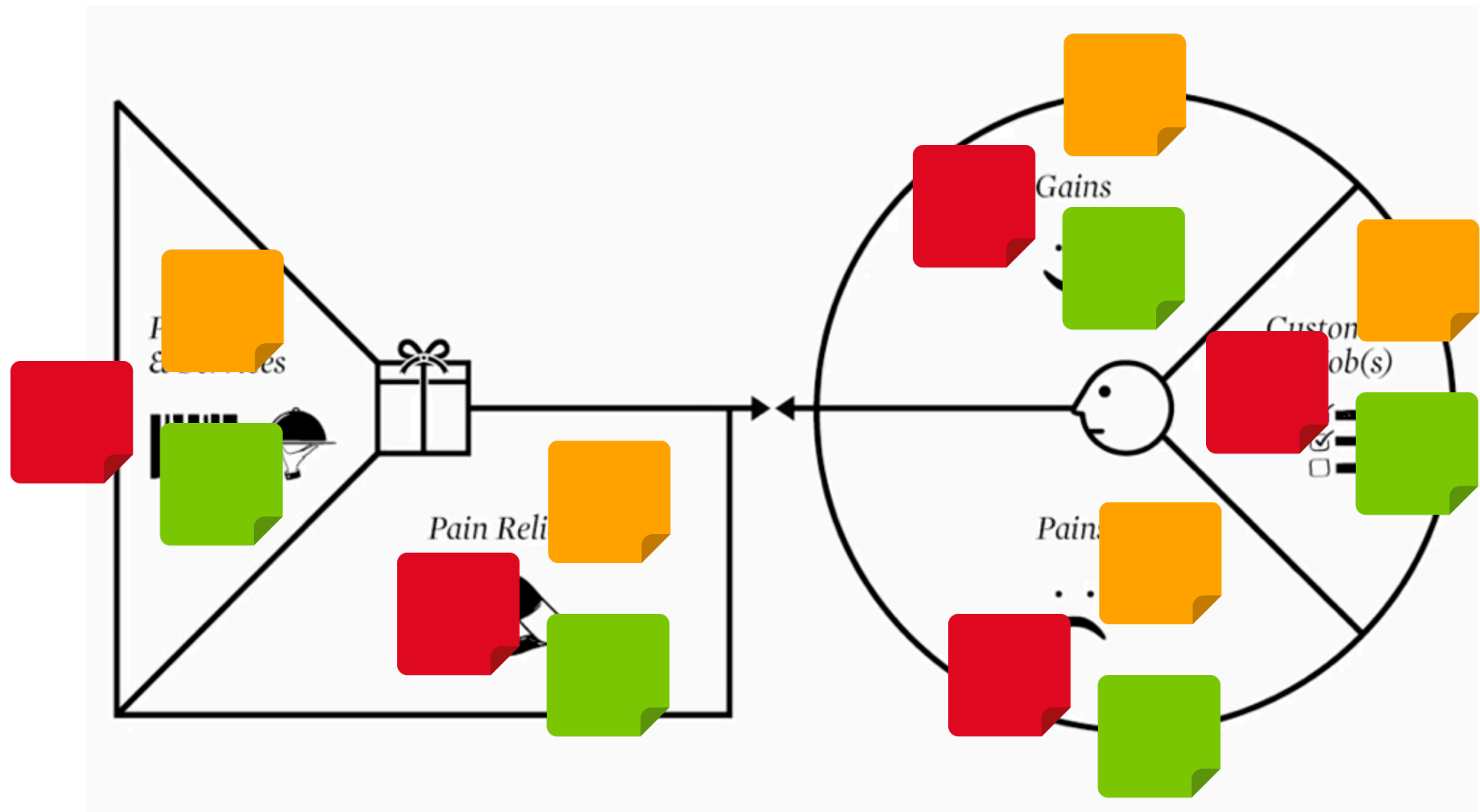


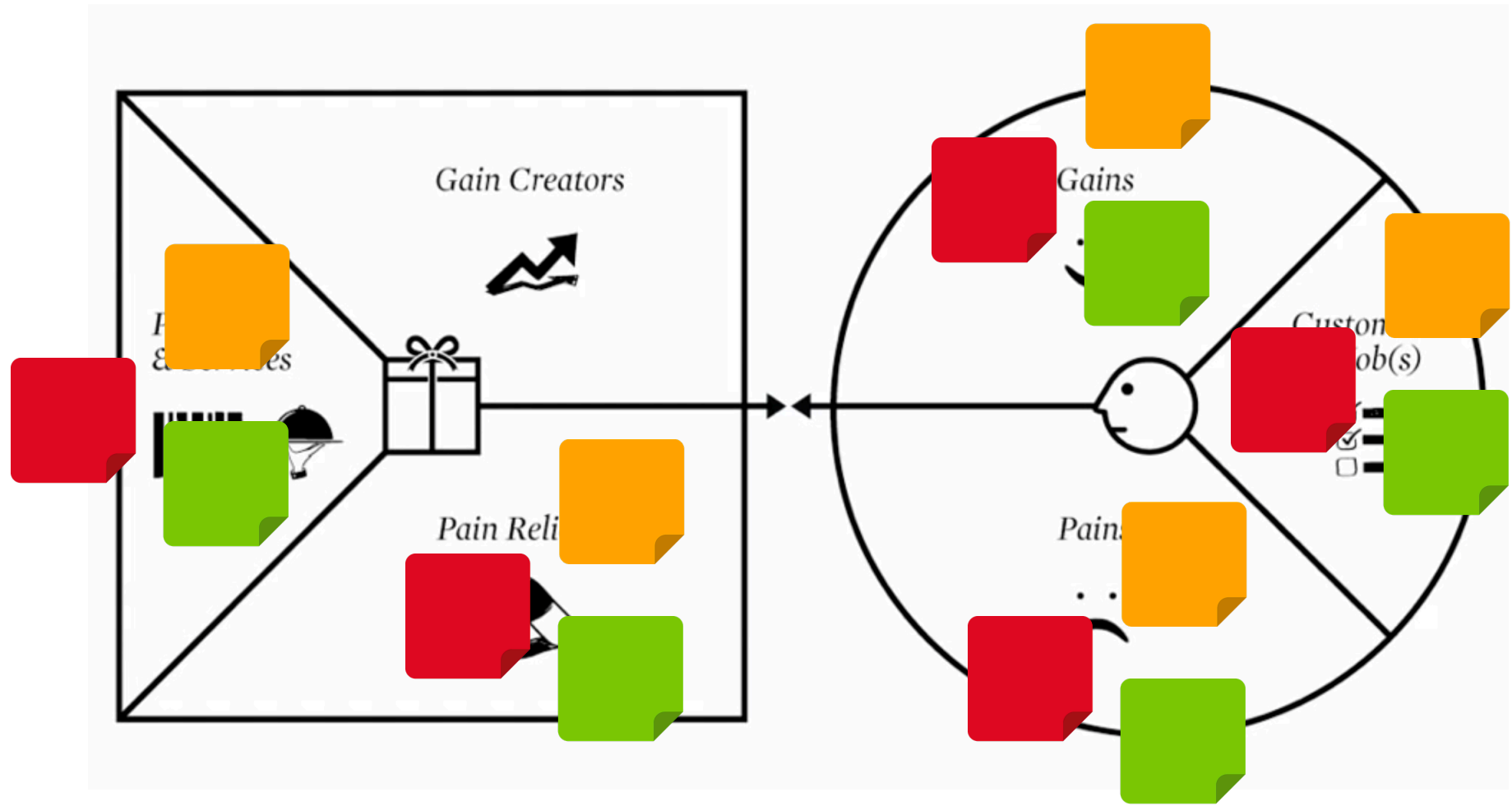


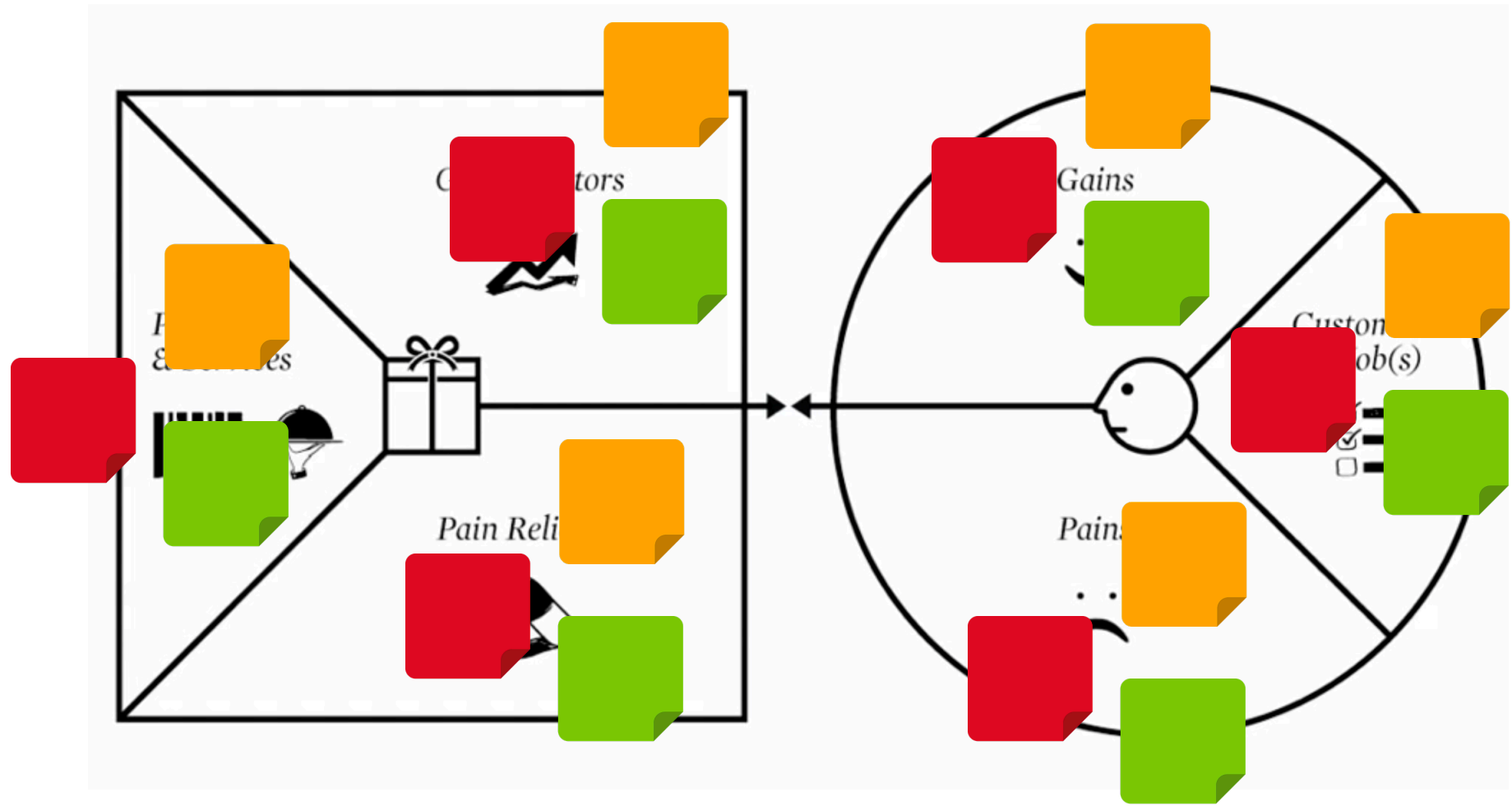




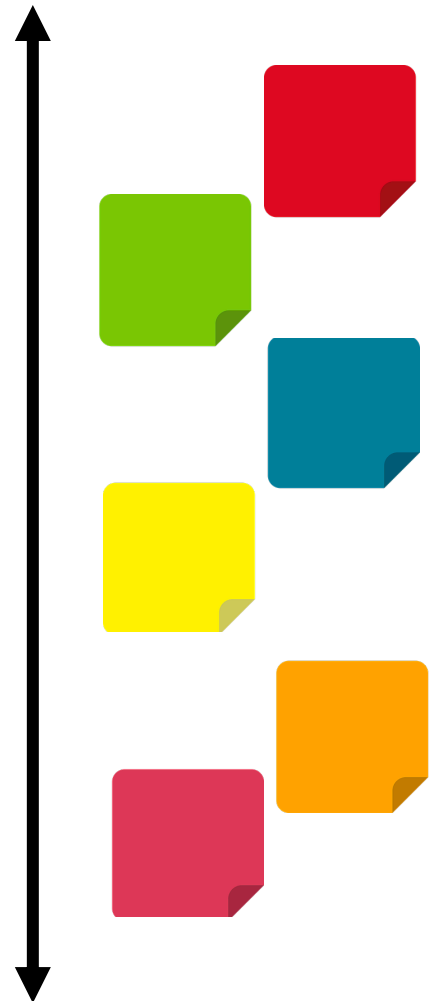




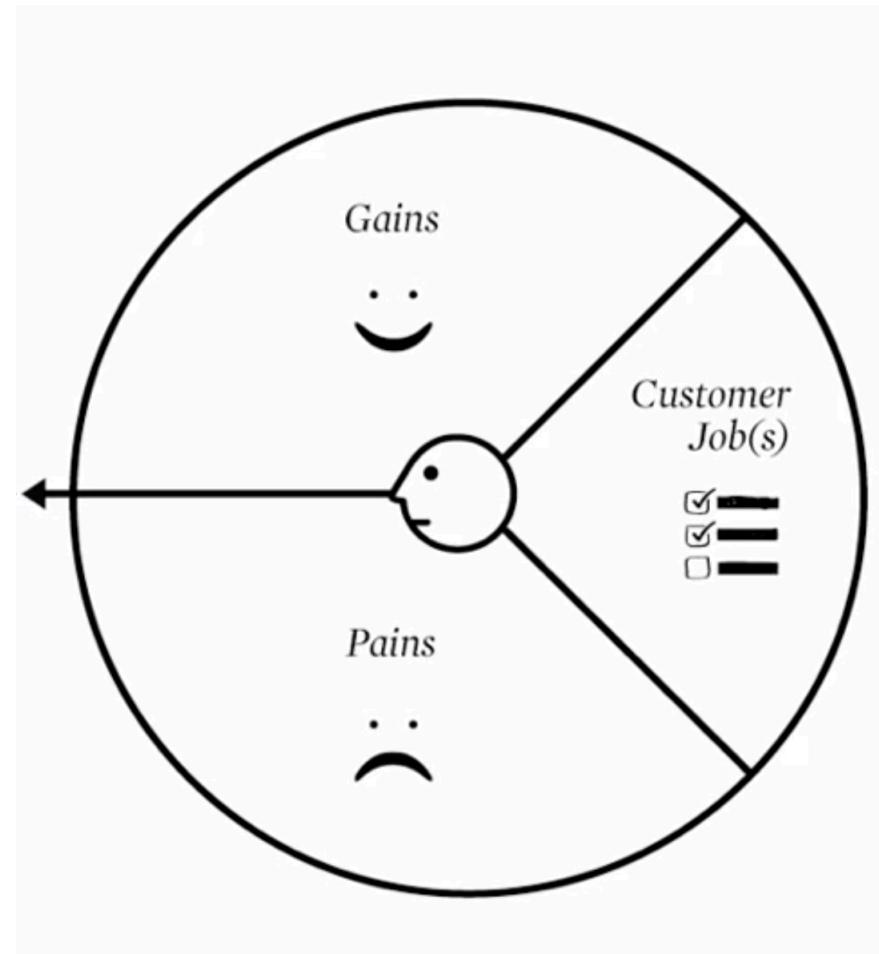




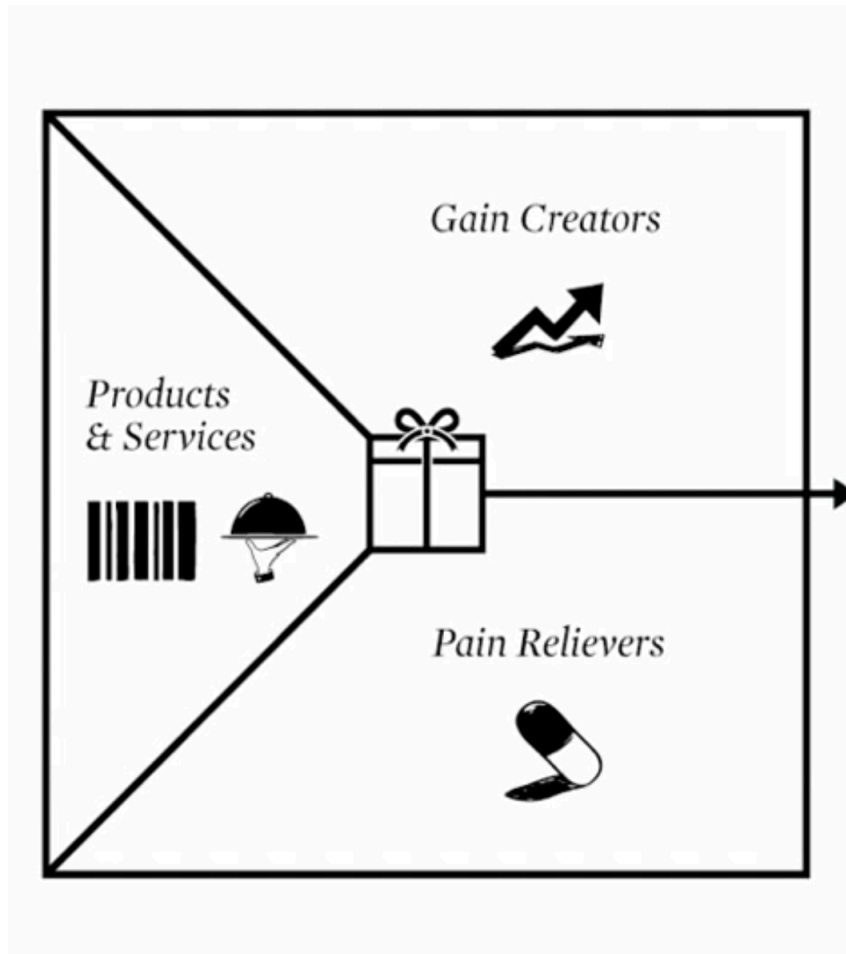
Mais
Relevante



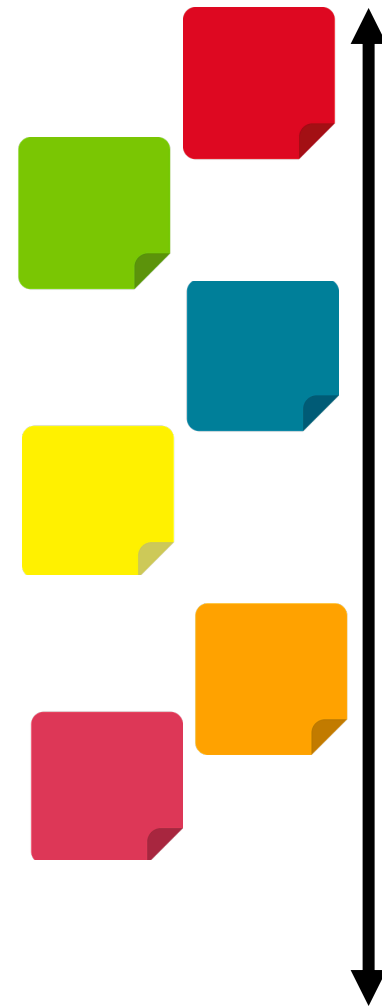
Menos
Relevante



2
Min

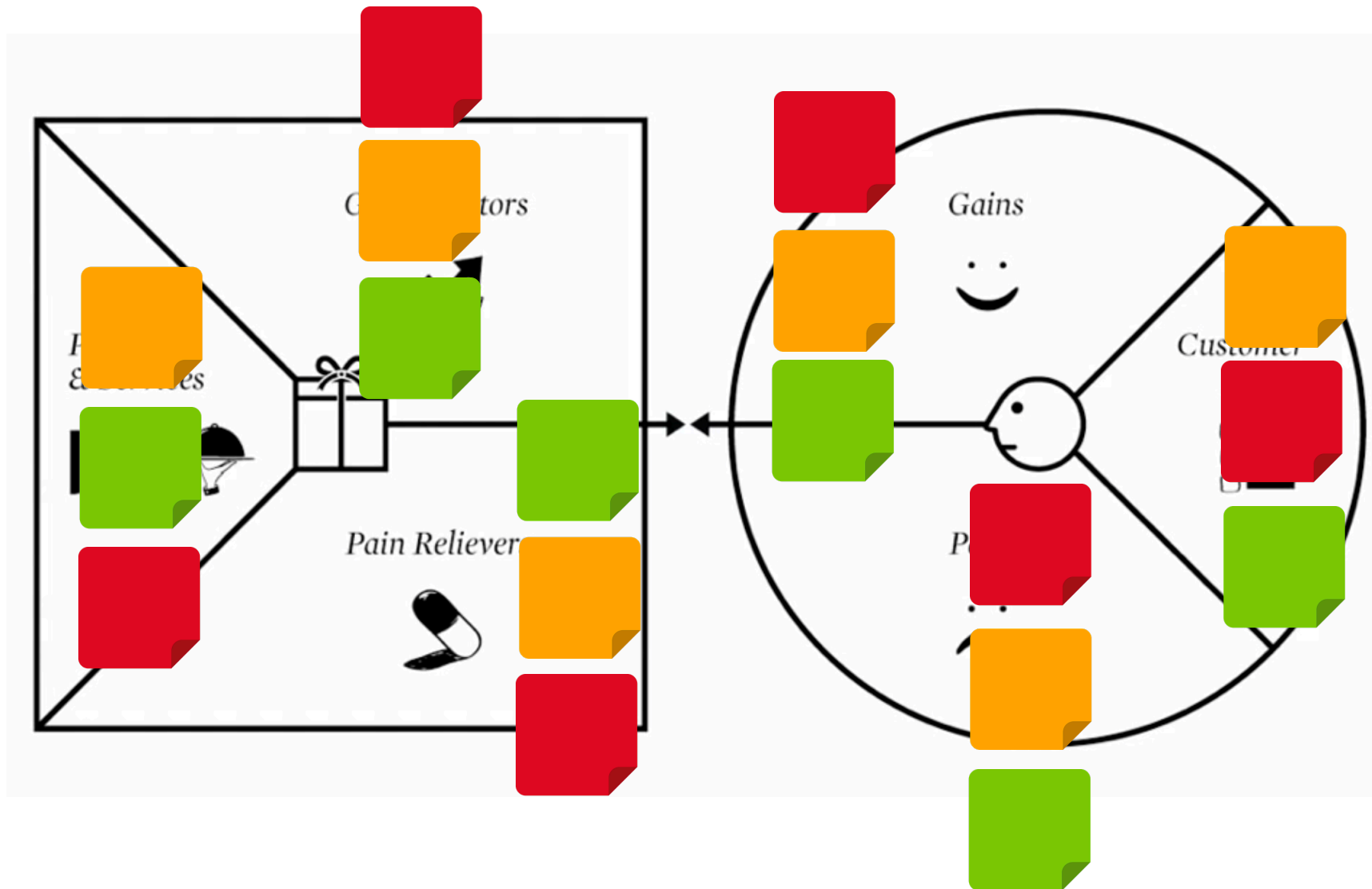


Essencial



Bom que
tivesse

2
Min



FEEDBACK





The background features a dark gray field with a faint illustration of two stylized human profiles facing each other. The profile on the left is blue, and the one on the right is green. Above them are two speech bubbles, one blue and one green, containing wavy lines. The entire scene is decorated with small, dark geometric shapes like squares and diamonds, and larger, faint circles.

3min de apresentação
+
3min de feedback

**E AGORA O JTBD
MAIS IMPORTANTE**

A close-up photograph of a bowl filled with a salad. The salad consists of white beans, small grains of rice, and finely chopped green leafy vegetables. A large sprig of fresh cilantro is placed on top of the salad. The bowl is light-colored and has a yellow rim. The word "ALMOÇO" is overlaid in large white letters across the center of the image.

ALMOÇO

*Key
Partners*



*Key
Activities*



*Value
Proposition*



*Customer
Relationships*



*Customer
Segments*



*Key
Resources*



Channels



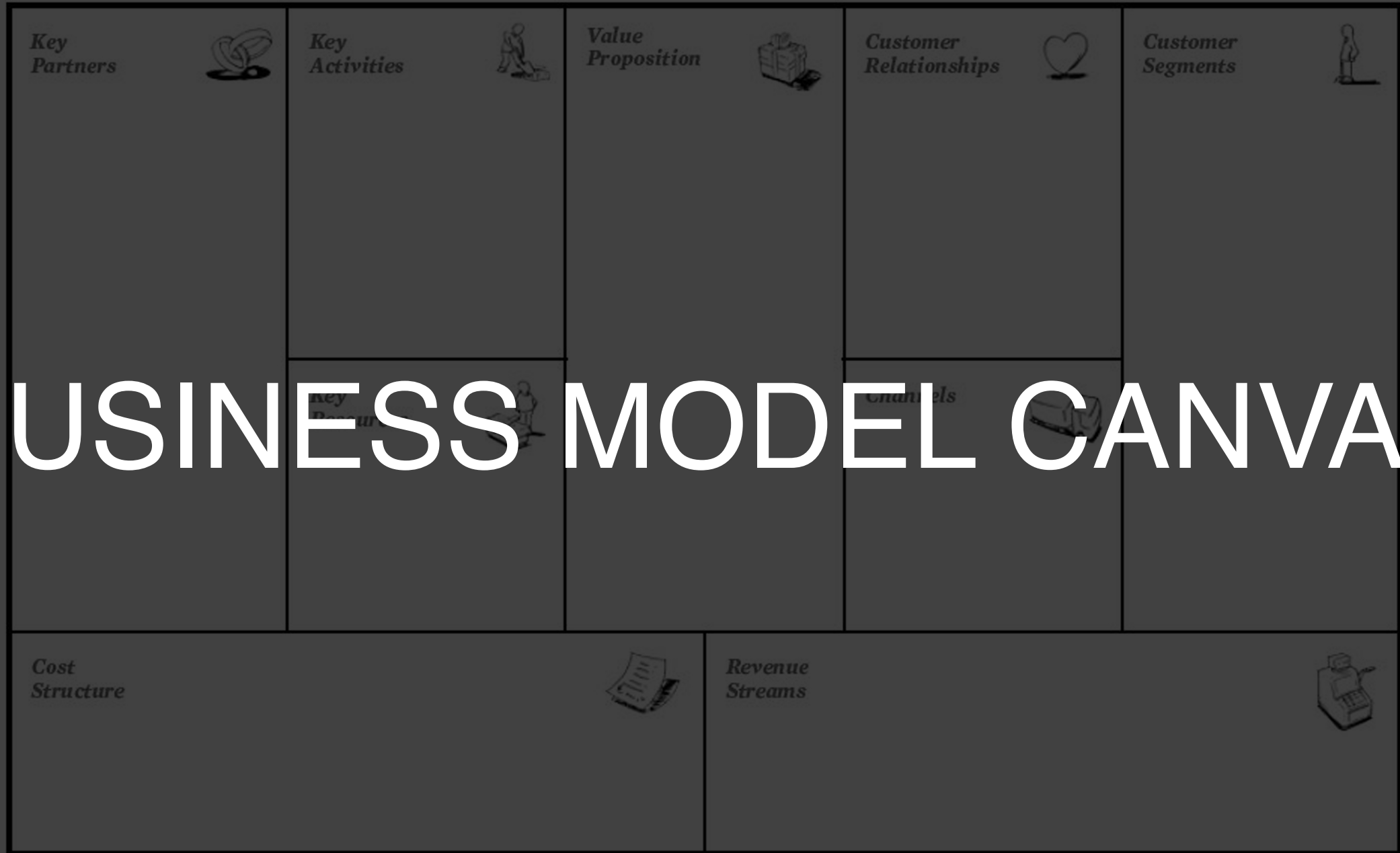
*Cost
Structure*

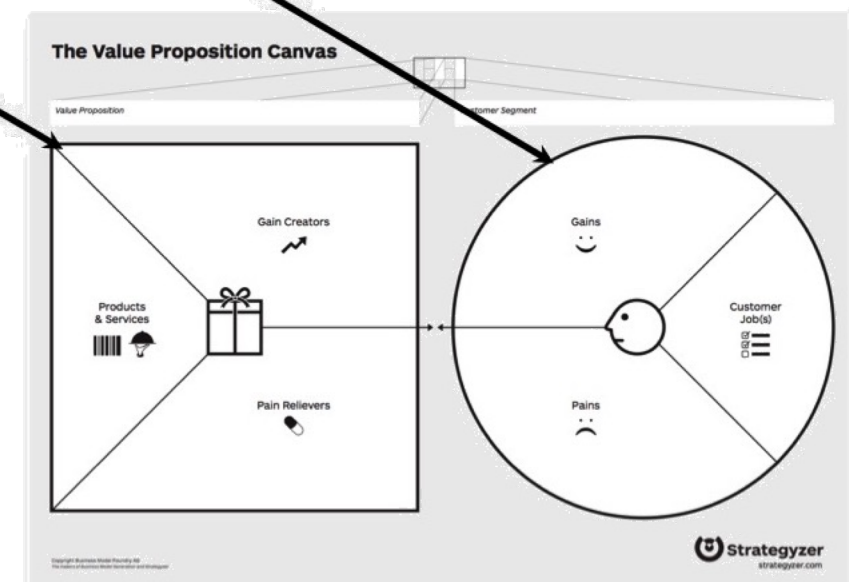
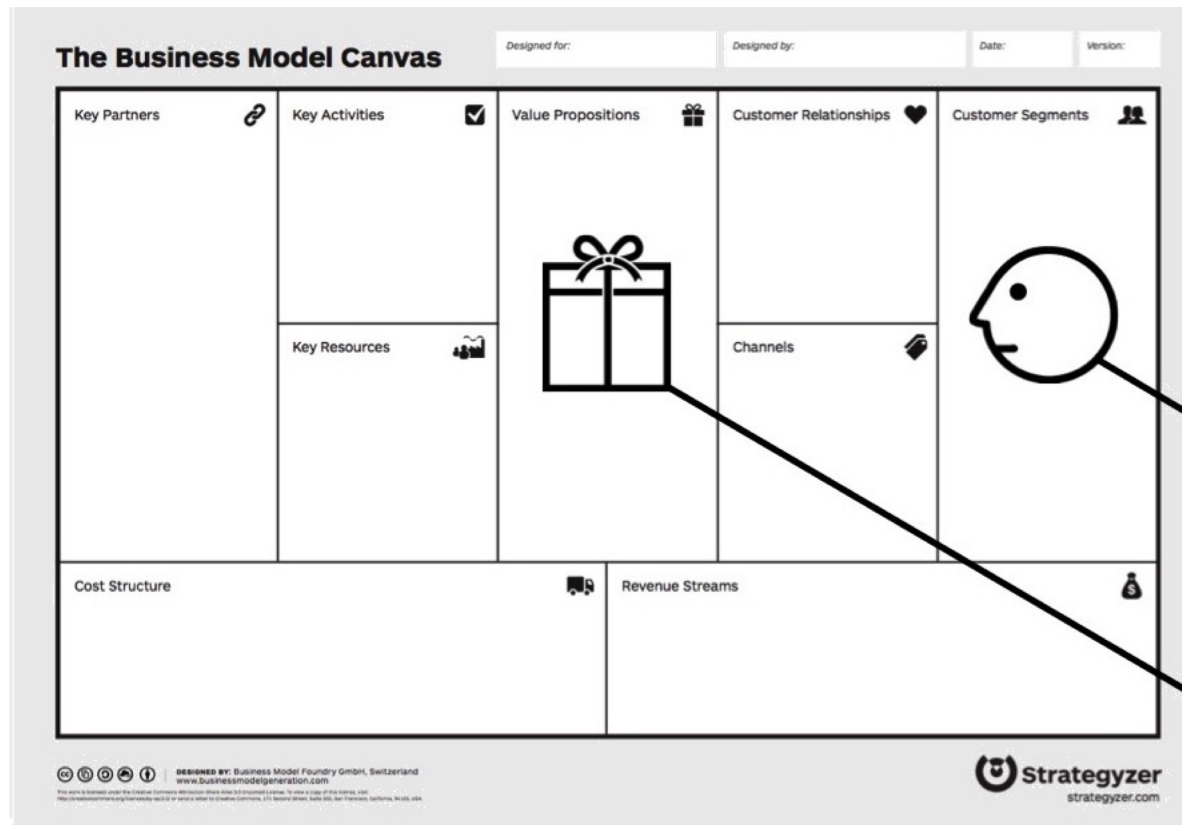


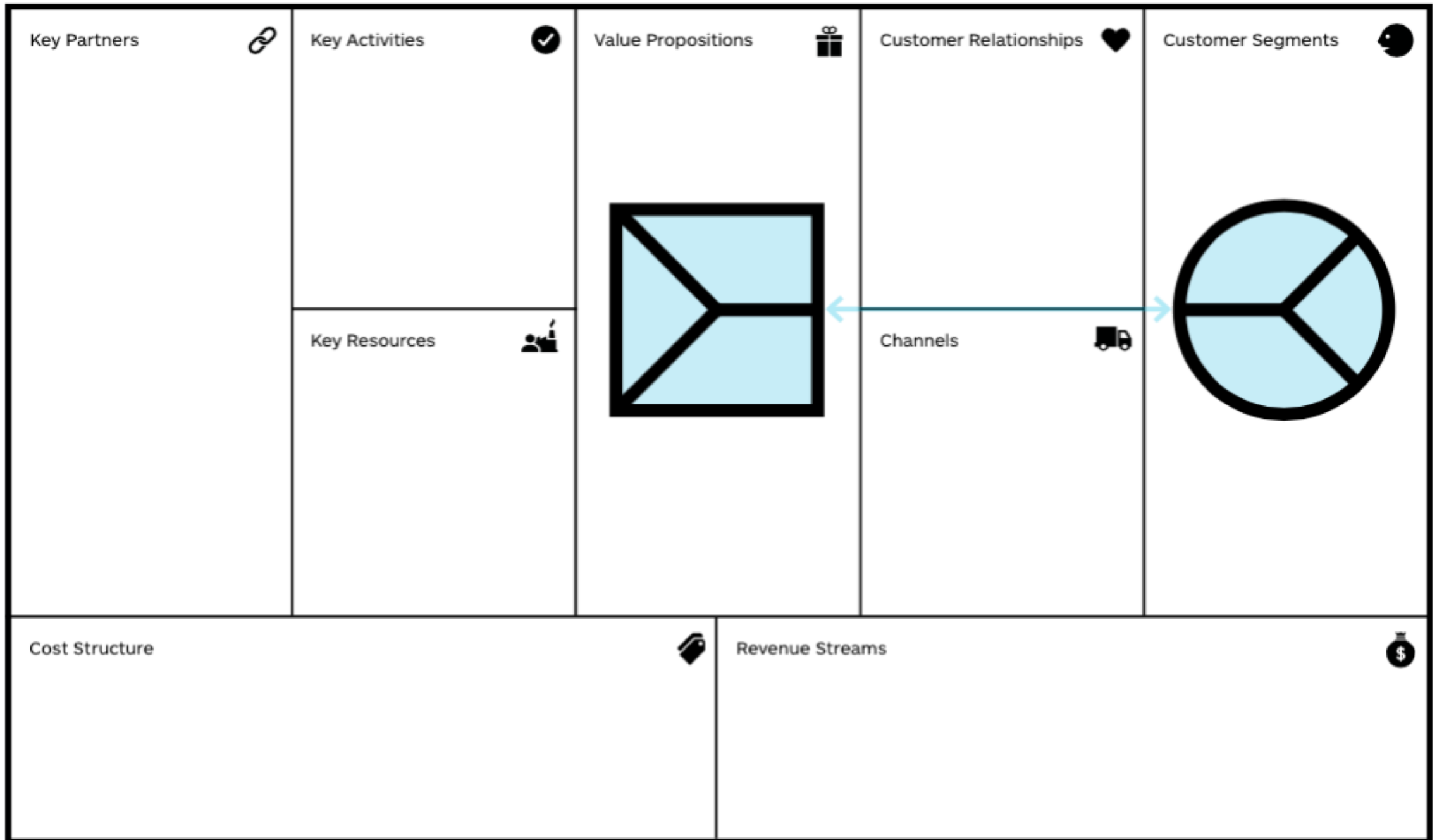
*Revenue
Streams*



BUSINESS MODEL CANVAS







LEAN CANVAS

<div>PROBLEM</div> <div>List your top 1-3 problems.</div>	<div>SOLUTION</div> <div>Outline a possible solution for each problem.</div>	<div>UNIQUE VALUE PROPOSITION</div> <div>Single, clear, compelling message that states why you are different and worth paying attention.</div>	<div>UNFAIR ADVANTAGE</div> <div>Something that cannot easily be bought or copied.</div>	<div>CUSTOMER SEGMENTS</div> <div>List your target customers and users.</div>
	<div>KEY METRICS</div> <div>List the key numbers that tell you how your business is doing.</div>		<div>CHANNELS</div> <div>List your path to customers (inbound or outbound).</div>	
<div>EXISTING ALTERNATIVES</div> <div>List how these problems are solved today.</div>	<div>HIGH-LEVEL CONCEPT</div> <div>List your X for Y analogy e.g. YouTube = Flickr for videos.</div>	<div>EARLY ADOPTERS</div> <div>List the characteristics of your ideal customers.</div>		
<div>COST STRUCTURE</div> <div>List your fixed and variable costs.</div>		<div>REVENUE STREAMS</div> <div>List your sources of revenue.</div>		

PROBLEM <i>List your top 1-3 problems.</i>	SOLUTION <i>Outline a possible solution for each problem.</i>	UNIQUE VALUE PROPOSITION <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	UNFAIR ADVANTAGE <i>Something that cannot easily be bought or copied.</i>	CUSTOMER SEGMENTS <i>List your target customers and users.</i> <div></div>
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5
Min

<div><div><div>PROBLEM</div><div>List your top 1-3 problems.</div><div><div></div><div></div><div></div></div><div>EXISTING ALTERNATIVES</div><div>List how these problems are solved today.</div></div></div>	<div><div><div>SOLUTION</div><div>Outline a possible solution for each problem.</div></div><div><div>KEY METRICS</div><div>List the key numbers that tell you how your business is doing.</div></div></div>	<div><div><div>UNIQUE VALUE PROPOSITION</div><div>Single, clear, compelling message that states why you are different and worth paying attention.</div></div><div><div>HIGH-LEVEL CONCEPT</div><div>List your X for Y analogy e.g. YouTube = Flickr for videos.</div></div></div>	<div><div><div>UNFAIR ADVANTAGE</div><div>Something that cannot easily be bought or copied.</div></div><div><div>CHANNELS</div><div>List your path to customers (inbound or outbound).</div></div></div>	<div><div><div>CUSTOMER SEGMENTS</div><div>List your target customers and users.</div><div></div></div><div><div>EARLY ADOPTERS</div><div>List the characteristic customers.</div><div></div></div></div>
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List your top 1-3 problems.



List how these problems are solved today.

Outline a possible solution for each problem.

List the key numbers that tell you how your business is doing.

Single, clear, compelling message that states why you are different and worth paying attention.



List your X for Y analogy e.g.
YouTube = Flickr for videos.



Something that cannot easily be bought or copied.

List your path to customers (inbound or outbound).

List your target customers and users.



List the characteristic customers.



List your fixed and variable costs.

List your sources of revenue.

10
Min

PROBLEM <i>List your top 1-3 problems.</i>   	SOLUTION <i>Outline a possible solution for each problem.</i> 	UNIQUE VALUE PROPOSITION <i>Single, clear, compelling message that states why you are different and worth paying attention.</i> 	UNFAIR ADVANTAGE <i>Something that cannot easily be bought or copied.</i>	CUSTOMER SEGMENTS <i>List your target customers and users.</i> 
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<h3>PROBLEM</h3> <p>List your top 1-3 problems.</p> <div data-bbox="224 237 377 388"></div> <div data-bbox="410 379 563 531"></div> <div data-bbox="236 568 389 719"></div>	<h3>SOLUTION</h3> <p>Outline a possible solution for each problem.</p> <div data-bbox="777 237 930 388"></div> <div data-bbox="621 542 1044 1019"> <h3>KEY METRICS</h3> <p>List the key numbers that tell you how your business is doing.</p> <div data-bbox="654 782 807 933"></div> <div data-bbox="856 674 1009 825"></div> </div>	<h3>UNIQUE VALUE PROPOSITION</h3> <p>Single, clear, compelling message that states why you are different and worth paying attention.</p> <div data-bbox="1118 319 1271 471"></div> <div data-bbox="1271 562 1424 714"></div> <div data-bbox="1271 859 1424 1011"></div>	<h3>UNFAIR ADVANTAGE</h3> <p>Something that cannot easily be bought or copied.</p> <div data-bbox="1648 782 1801 933"></div>	<h3>CUSTOMER SEGMENTS</h3> <p>List your target customers and users.</p> <div data-bbox="2068 225 2221 376"></div> <div data-bbox="2102 808 2254 959"></div>
<h3>COST STRUCTURE</h3> <p>List your fixed and variable costs.</p> <div data-bbox="410 1142 563 1293"></div>		<h3>REVENUE STREAMS</h3> <p>List your sources of revenue.</p> <div data-bbox="1724 1142 1877 1293"></div>		

5
Min

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PROBLEM

List your top 1-3 problems.



EXISTING ALTERNATIVES

List how these problems are solved today.

SOLUTION

Outline a possible solution for each problem.



KEY METRICS

List the key numbers that tell you how your business is doing.



UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.



HIGH-LEVEL CONCEPT

List your X for Y analogy e.g. YouTube = Flickr for videos.



UNFAIR ADVANTAGE

Something that cannot easily be bought or copied.



CHANNELS

List your path to customers (inbound or outbound).



CUSTOMER SEGMENTS

List your target customers and users.



EARLY ADOPTERS

List the characteristic customers.



COST STRUCTURE

List your fixed and variable costs.



REVENUE STREAMS

List your sources of revenue.



FEEDBACK





The background features a dark gray field with a faint illustration of two people in profile, facing each other. The person on the left is wearing a blue headset and pointing towards the right. The person on the right is wearing a green headset. Above them are two speech bubbles: a blue one on the left and a green one on the right. The entire scene is decorated with small, dark gray geometric shapes like squares and diamonds, and larger, faint circles.

3min de apresentação
+
3min de feedback

PROBLEM

List your top 1-3 problems.



EXISTING ALTERNATIVES

List how these problems are solved today.

SOLUTION

Outline a possible solution for each problem.



KEY METRICS

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UNFAIR ADVANTAGE

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CHANNELS

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CUSTOMER SEGMENTS

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EARLY ADOPTERS

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REVENUE STREAMS

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O QUE VOCÊ VÊ?

PROBLEM

List your top 1-3 problems.



EXISTING ALTERNATIVES

List how these problems are solved today.

SOLUTION

Outline a possible solution for each problem.



KEY METRICS

List the key numbers that tell you how your business is doing.



UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.



HIGH-LEVEL CONCEPT

List your X for Y analogy e.g. YouTube = Flickr for videos.



UNFAIR ADVANTAGE

Something that cannot easily be bought or copied.



CHANNELS

List your path to customers (inbound or outbound).



CUSTOMER SEGMENTS

List your target customers and users.



EARLY ADOPTERS

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COST STRUCTURE

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REVENUE STREAMS

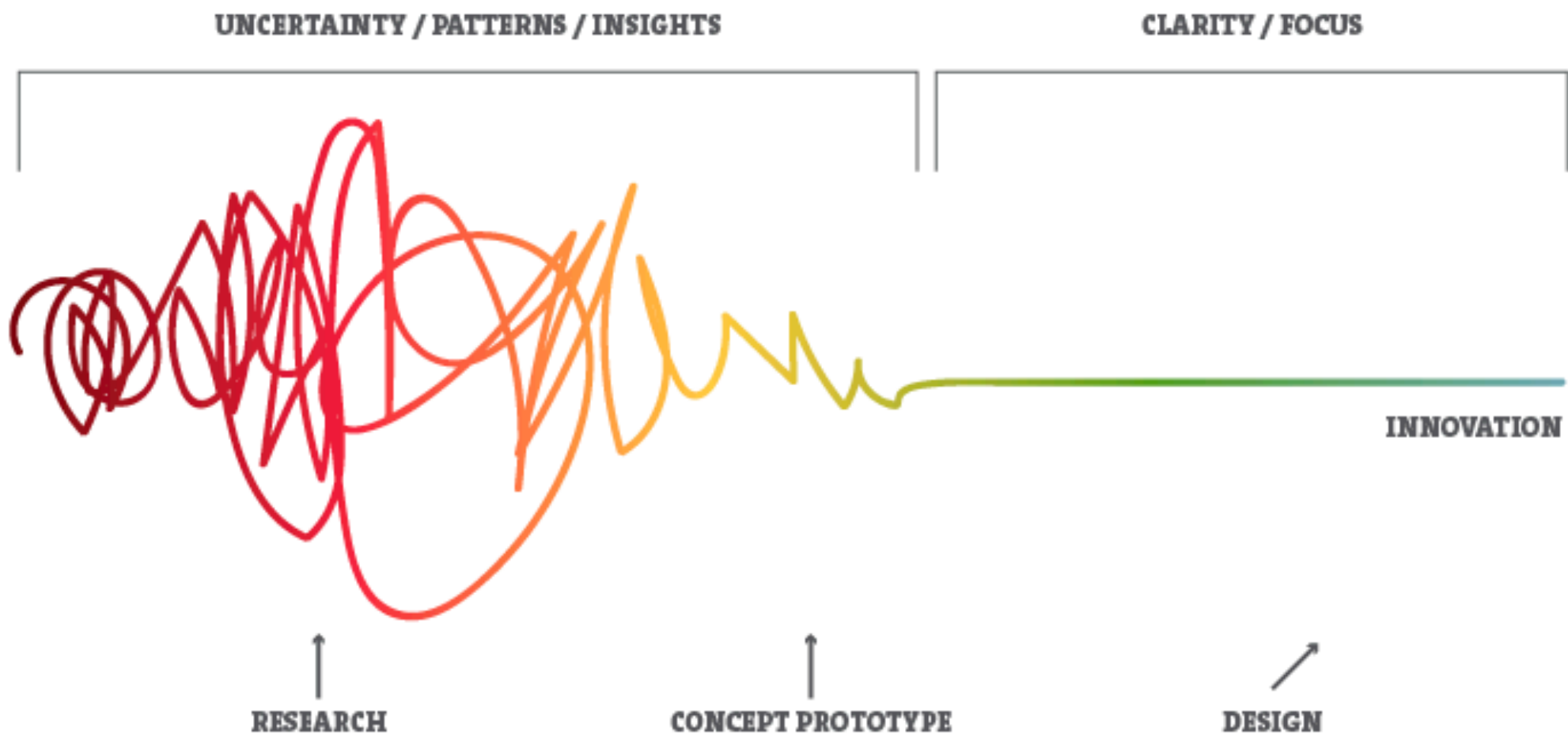
List your sources of revenue.



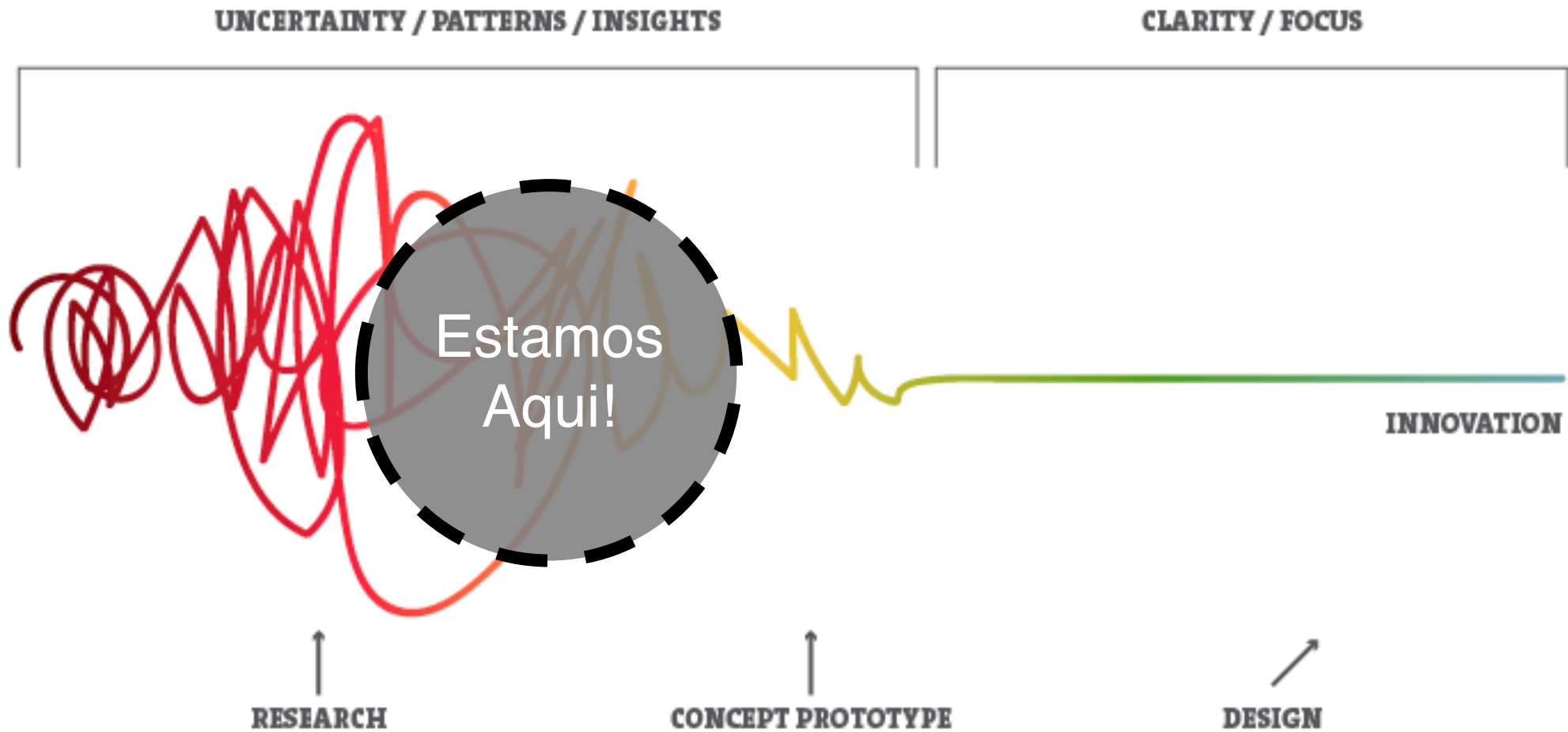
<div><div><div>PROBLEM</div><div>List your top 1-3 problems.</div><div><div>?</div><div>?</div><div>?</div></div></div></div>	<div><div><div>SOLUTION</div><div>Outline a possible solution for each problem.</div><div><div>?</div></div></div><div><div><div>KEY METRICS</div><div>List the key numbers that tell you how your business is doing.</div><div><div>?</div><div>?</div></div></div></div></div>	<div><div><div>UNIQUE VALUE PROPOSITION</div><div>Single, clear, compelling message that states why you are different and worth paying attention.</div><div><div>?</div></div></div><div><div><div>HIGH-LEVEL CONCEPT</div><div>List your X for Y analogy e.g. YouTube = Flickr for videos.</div><div><div>?</div><div>?</div></div></div></div></div>	<div><div><div>UNFAIR ADVANTAGE</div><div>Something that cannot easily be bought or copied.</div><div><div>?</div><div>?</div></div></div><div><div><div>CHANNELS</div><div>List your path to customers (inbound or outbound).</div><div><div>?</div></div></div></div></div>	<div><div><div>CUSTOMER SEGMENTS</div><div>List your target customers and users.</div><div><div>?</div></div></div><div><div><div>EARLY ADOPTERS</div><div>List the characteristic customers.</div><div><div>?</div></div></div></div></div>
<div><div><div>COST STRUCTURE</div><div>List your fixed and variable costs.</div><div><div>?</div></div></div></div>		<div><div><div>REVENUE STREAMS</div><div>List your sources of revenue.</div><div><div>?</div></div></div></div>		



VALIDANDO HIPÓTESES



Adapted from Central Office of Design



Adapted from Central Office of Design

Interview 100 Customers!

Easy Taxi

Peça Taxi pela internet

Qual é seu nome e Telefone?

Your answer

Qual é seu endereço?

Your answer

Para onde você vai?

Your answer

SUBMIT

Never submit passwords through Google Forms.

PROBLEM

List your top 1-3 problems.



EXISTING ALTERNATIVES

List how these problems are solved today.

SOLUTION

Outline a possible solution for each problem.



KEY METRICS

List the key numbers that tell you how your business is doing.



UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.



HIGH-LEVEL CONCEPT

List your X for Y analogy e.g. YouTube = Flickr for videos.



UNFAIR ADVANTAGE

Something that cannot easily be bought or copied.



CHANNELS

List your path to customers (inbound or outbound).



CUSTOMER SEGMENTS

List your target customers and users.



EARLY ADOPTERS

List the characteristic customers.



COST STRUCTURE

List your fixed and variable costs.



REVENUE STREAMS

List your sources of revenue.



QUAIS HIPÓTESES
QUEREMOS
VALIDAR?

COMO PODEMOS
VALIDAR ESSAS
HIPÓTESES?