
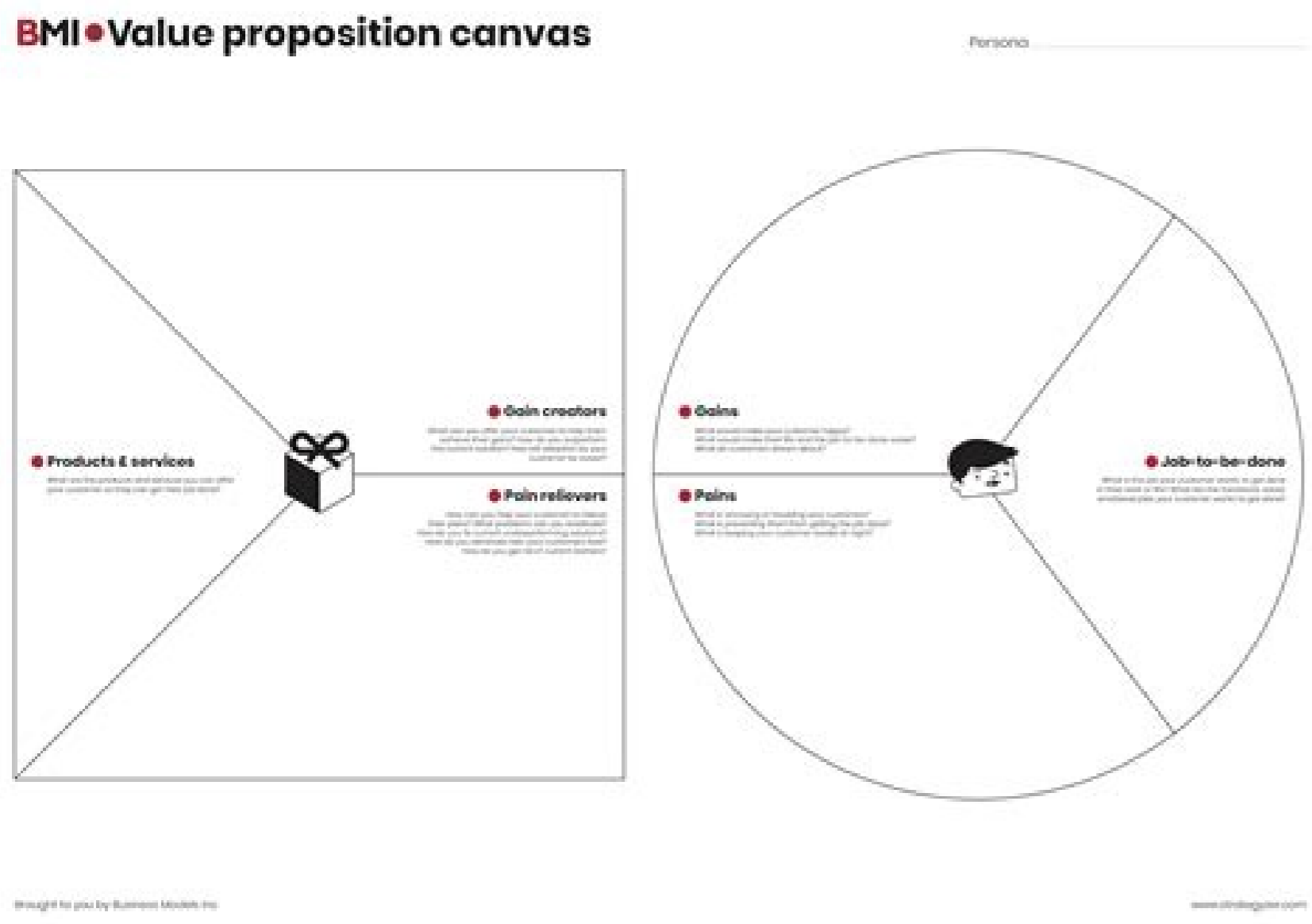


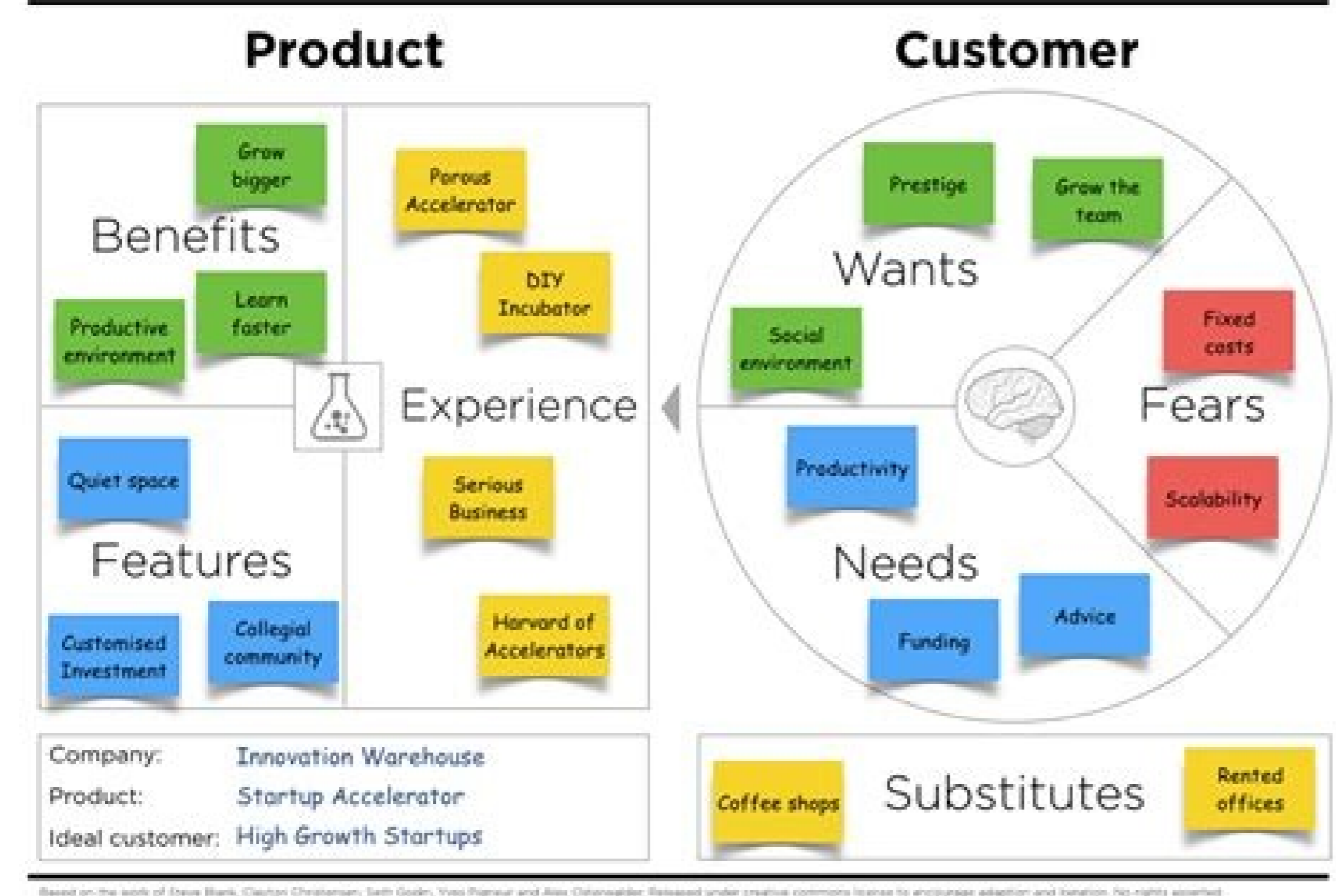
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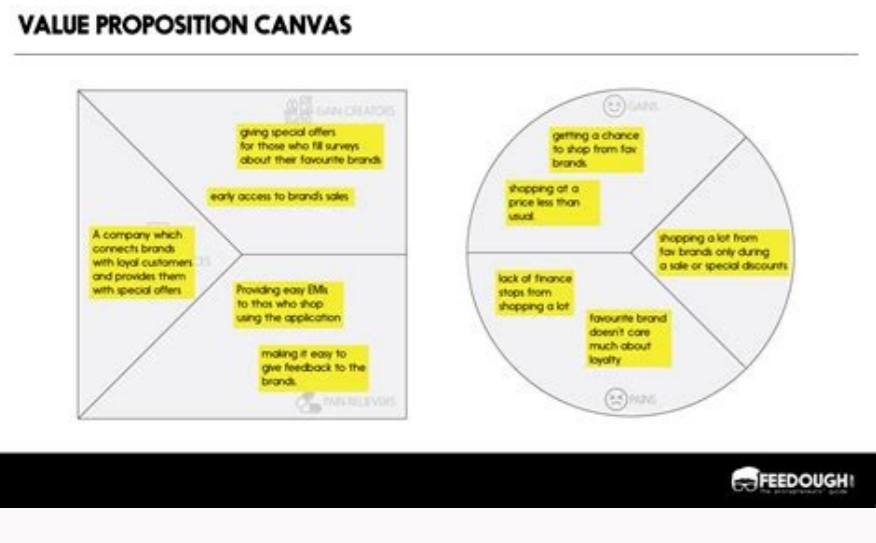
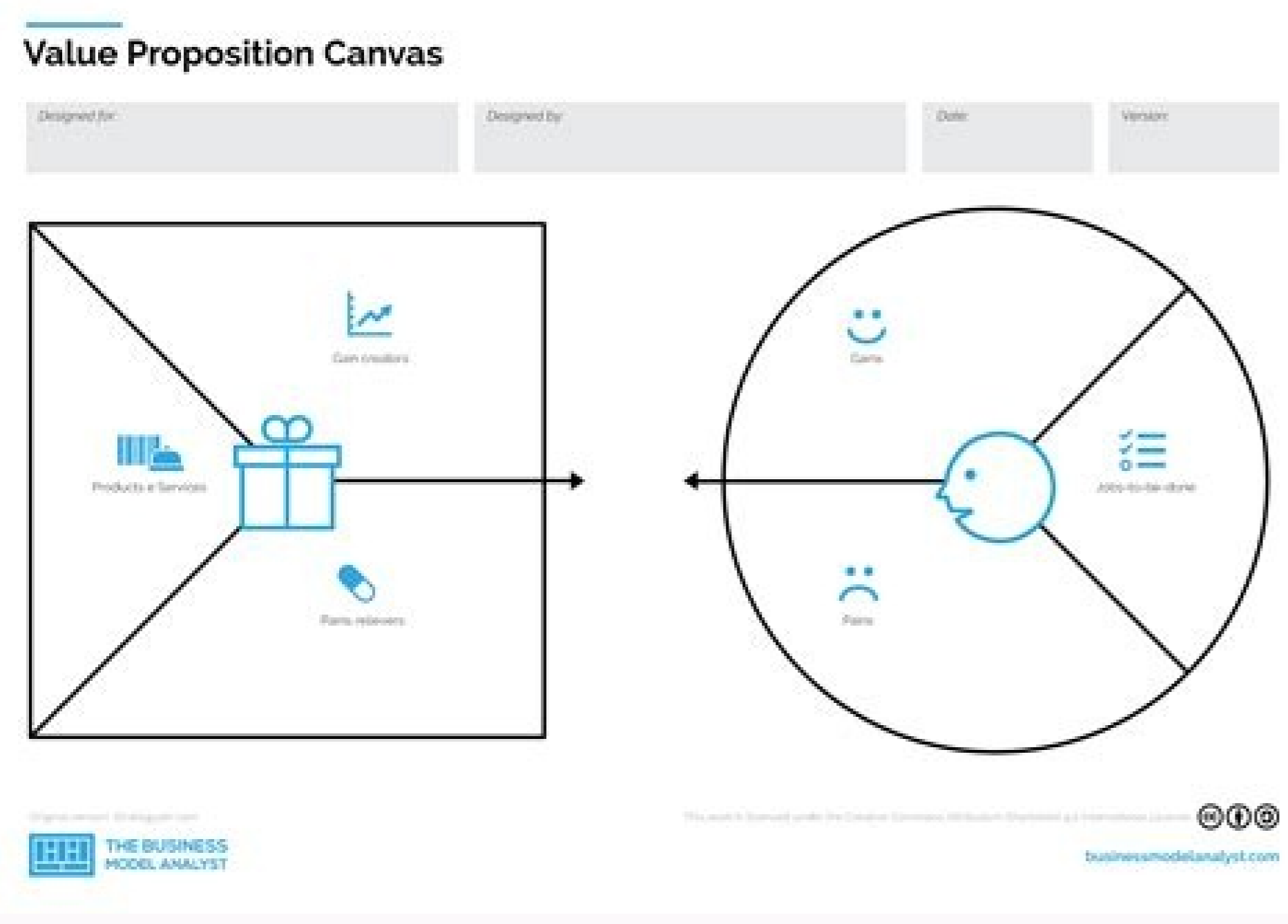
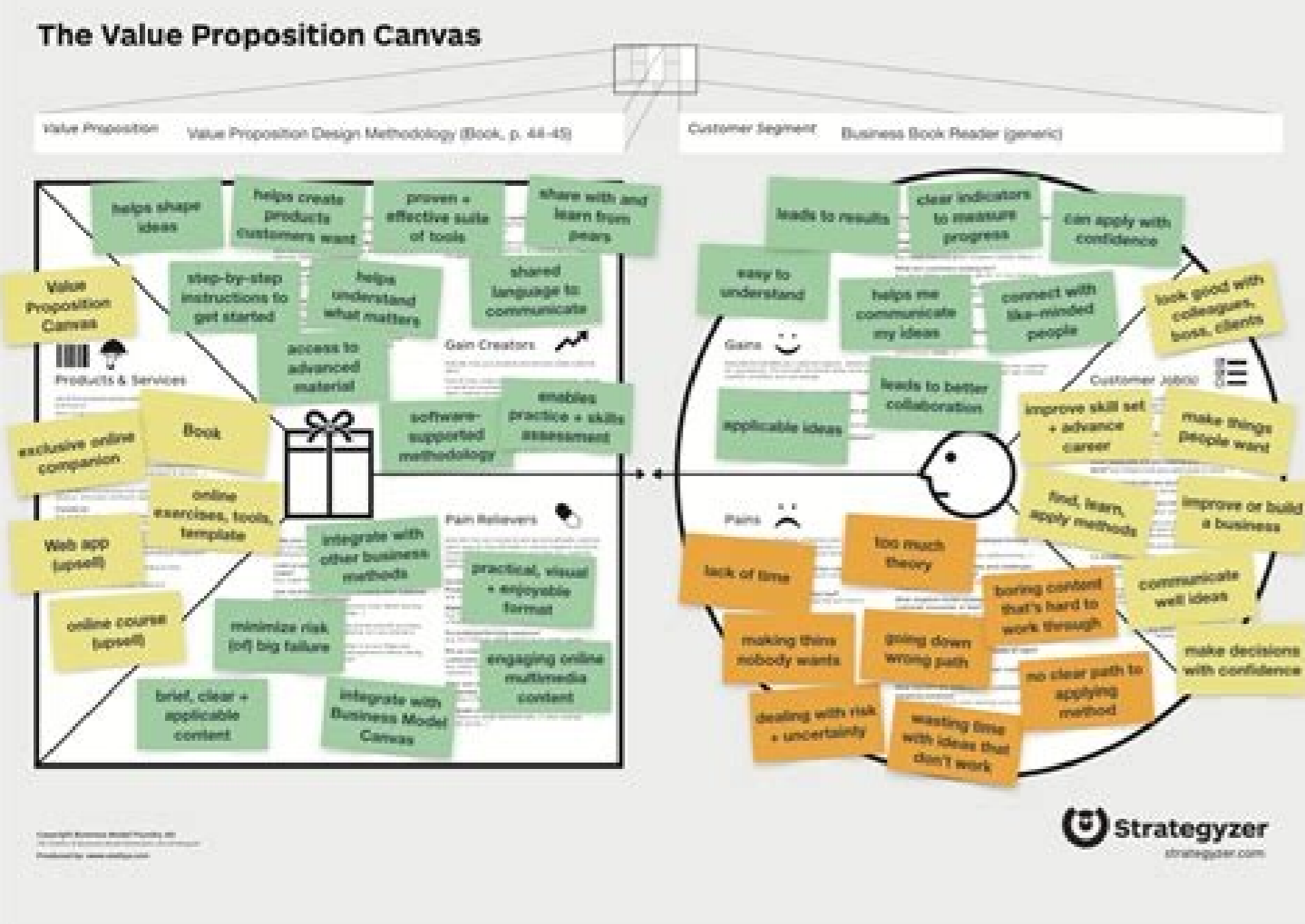
BMI • Value proposition canvas



Value Proposition Canvas



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The aggregator invests in a large marketing strategy to enhance the brand. An aggregator has a network of partners organized with a large umbrella of his brand. In terms of financial, social, technical or things risks that could potentially make mistakes. A € € € help your customers sleep better at night? Users attracted by the promises of the aggregator acquire through his platform. Aggator Business Model Vs Marketplace Business Model there are many similarities among the business models and this is the reason why they are often wrong. The canvas of the proposition of the value has been created as a way to facilitate a main challenge of companies everywhere - creating convincing

Aggregators and customers want to buy. By introducing new functionalities or better performance or improved quality. TO". To make it simple, the aggregator can act as a sort of intermediary, but unlike other platforms, it maintains a tight control of the entire experience of its users. If they are looking for good design, security, specific or more specific characteristics? What do I dream of customers? Are they afraid of a loss of face, power, trust or slate? What risks do your customers do? What increases their power or the slate? What are the customers looking for more? Although there, the digital age has transformed the aggregator into a disruptive business model, able to change the way we do business in any type of industry. To start, here is an example from the YouTube Strategyger channel: another useful example is provided in this article that shows how different cars brands are needed several market segments. But a profit spent less than 2 minutes in the cafeteria and have to wait for no other customer. This was also enabled by the Internet. VPC was created as a supplement for the business model canvas Are there investment costs in advance, a steep learning curve or other obstacles that prevent adoption? Making them look good or producing an increase in power or state. - A. A. Specific that customers are looking for? The contract signed between aggregator and supplier involves a win-win strategy where both parties are benefited by offering a standardized quality. Making things easier or eliminating obstacles. Á »Cleaning the negative social consequences Your customers meet or fear? Defining the work of the client's jobs works are the activities and objectives that the customer attempts to satisfy. And if you do it, it means you lied to yourself along the way, trying to overload the contents of the canvas. How to fill out your Proposition Canvas value The VPC is a powerful tool that helps you understand what value you bring and how to communicate it to your customers. Well, the sequence of steps is simple: aggregator comes into contact with the supplier, offering a partnership plan. Social Network: they are websites that aggregate content from various network websites. However, the aggregator business model is before the Internet. Review: Aggregate entertaining business reviews, such as books, games, television shows or films. Sorrows of customers included. Outlines the products or specific services you offer. What benefits and quality expect? What would make jobs or lives of your customers easier? What savings in terms of time, money and effort should evaluate? What quality levels are expected and what would they desire more or less? How do your customers delight your customers' propositions? Aggregator Business Model Canvas Take a look at how the aggregator business model can be designed for the Business Model Canvas model aggregatorÁ € ª, ª "e characteristics All products or services come from the same sector: It is a deceptively simple tool but one that must be full of care. As far as partners are concerned, the value proposition reduces business costs. The way in which He defines that these cover everything, from the specifications for the most wide concepts of personal development and self-currentization. self-tax. My work with customers, I try to leave at least one day between a session that outlines the customer's profile and one that focuses on the proposal of value. Google modularized single pages and articles, making them directly accessible through the search for Google's integrated search results with the search and profile data on users, allowing you to sell highly effective Facebook advertising (and to an advertising networks) in Precedence, the publishers are integrated the contents and advertisements. These are the creators of gain is the ways in which you do the life of your customer. of Metasearch that aggregate the results of many search engines. Most of the revenues are invested in the development and marketing of a brand. Each side, in turn, includes 3 parts. By addressing significant issues, decreased concerns, or eliminating the concerns. à ªvelop or eradicating common errors do customers do? Modularized advertising of Facebook allowing advertisers to directly direct customers, not through integrated Facebook proxy Feed news to Feed Adventy and profile data, allowing you to sell Amazon highly effective advertising previously, the Integrated Editing, Marketing and Distribution Book Books. This puts you in an uncomfortable position. How are the Pres tations or cost? What would your Ministry of your customers increase a value proposal? Revenue may vary according to industry, but also to the season, in place, etc. Well, there are some advantages that you can expect: a better understanding of the customer: the fact that you start by analyzing your customer is a powerful. An example from my work is the most specific and reasonable I also wanted to give you an example of my work. How does the business aggregator business work? Or is it just the way things should work? The most useful format will be noticed pains and earnings like On a spectrum. Here are some key questions that help you discover customer work what is the only thing your customer could not live without realizing? Offering quality levels, more than something, or less of something ...] Superform Propositions of current value and delight your customers? While working with the original canvas saw that people had trouble finding the right fit among their customer segments and the value proposal of their brand. What works, if completed, would you give the user a sense of automatic satisfaction? How does your client want to be perceived by others? Customers are not only users, which will buy partner services. In terms of time, money and effort. "Do the results produce your customers expect or exceed their expectations? From there, you have to talk to the real prospects of real life to validate your hypotheses and make sure you don't just do things. And it's not really necessary. Netflix Modulated Broadcast Availability making its entire library available at any time in any order acquisition of Netflix integrated content and customer management, allowing a virtuous cycle of greater subscription application and greater purchasing capacity of Uber content previously, integrated taxi societies And the integrated fleet management. What supports the surface of support work for all this life cycle? The bottom line is very common to think that the business model of the aggregator was born in the digital world, because internet has given Scalability to the business (think of Uber or Airbnb) and made all the processes much easier, from payment to the shipment. DA-, Waiting for your coffee in the store for more than 5 minutes is a pain because it makes you be late for the job. It is much cheaper than users browse only a website, for example, and be able Compare prices. The crucial thing at this point is remotely from your solution solution To try to understand what the customer wants. Here is a rapid overview of the canvas: why you need a proposal for canvas values because you need to spend time on the VPC? Once again, it's time to ask you if your solution can ... Á € ª, ª] Create savings that satisfy your customers? I did it although it is not visible in the graph. Of course, you can always start with a hypothesis based on general knowledge. Too often the teams would mention some things in the sore section only to list their opposites in the earnings sections. Types of aggregators Some of the most common aggregators are: Content: have news aggregate and updates from different sources online. Suppliers and aggregator record contracts, becoming partners. All services / goods are supplied with the same name. It's a way to understand what are the board bets to exist in your category and what are the ways to delight your customers. But I definitely advise you to validate these thoughts with actual qualitative data. Airbnb Modularized vacant properties Building a reputation system for trust between hosts and Airbnb guests is integrating property management and customer management, allowing it to resize worldwide, includes it so that this business model features. In more detail, Graph of Straurery.com This has basically changed the competition plan: no longer distributors compete according to exclusive supplier relationships, with consumers / users a rethinking. The aggregator creates a partnership network. They will continue to be owners, but sign a contract with the aggregator. But what does the VPC mean in practice? Partners receive their customers and aggregators, his commission. What is the canvas of the value proposal? Knowing that the value proposal makes it much more Get your product moving in the right direction. Management improvements: I left the most important last. Job: aggregate jobs from various various Sites and lists of employers. It can mean both the concept of personal progress and traditional works to be made of research have in mind, as well as more specific tasks. Here is an example with my á € ª, ª "Tom Tomá € ª, ª " ª € ª, ª " ª a technical founder who strongly believes in their product, but there is no internal knowledge to make marketing work. What makes them seem like Well? What functional problems are trying to solve your customers? There are problems that you think customers have that they may not even be aware? What emotional needs are your customers who try to satisfy? Nonetheless, some differences can be easily identifiable, As follows: the aggregator does not make users interact freely on the platform. He just needs to persuade you to take the next steps. There are performance problems that annoy them or malfunctions they mention? What are the main difficulties and challenges that your customers they meet? Properties: they have aggregated real estate lists from different sources, making details available on property and prices. He helped them understand the real needs of theirs target customers and value (forgive the repetition) their products and services bring. Ideally, once all the elements are outlined in the VPC, you will also classify them according to the importance. Cie that consists a real pain or earnings: if you are for lunch with a customer, a pain could be the POS terminal that does not work and you have no money. The next steps the canvas of the proposition of the value is a great tool but it is only a way for you to list your hypotheses. Video: attack the video content from different websites and rank them in lists. As for the specific characteristics, performance or quality. "Create the work or life of your customers or life? For this, the partners quote a minimum price and the aggregator The total price to the final consumer. What steply stones that could help your client reach this key job? What are the different contexts that Customers could be? These should be directly related to your working range to be useful long-term. Let's say that maximum fit will cover 50-70% of the client's pains and earnings. What are their great problems, worries and concerns? What common errors do your customers? And I discovered that the VPC integrates the characters of the traditional buyer quite brilliantly. Delinea products and services This is the simplest part of the entire VPC. Make sure your final solution for creating your VPC is actually the one that is more often overlooked. What should your client do to feel like this? Keep track of your customer interaction with a product or service for life. It will be terribly difficult to adapt everything in a single blog post, so the practical thing about this point is to direct you to the strategzyer website, the original book and the YouTube channel where you can find much more. Amazon modularized distribution first via e-commerce and then via e-book Amazon integrated customer date and customer information with the distribution of e-books and its amazon publishing initiative (the framework is clearer when it comes to books, But the integration of distribution and customer The report also applies to most Amazon's affairs) Netflix previously, networks have integrated availability of availability and content purchases. They are only organized under a single brand. Both aggregators and markets connect suppliers and buyers together on a common platform and the service is almost the same. The pains will include everything that annoys or directly prevents your user from making the task at hand. It is a kind of Middleman between buyer and seller. Jump to content the The aggregator's business has arrived to interrupt each industry. List your painkillers your solution is useful only if it helps customers overcome a significant pain point. Differentiate among the customer customer And it gains there is a common problem during VPC creation. They can accept or refuse the aggregator's proposal. The customer's earnings are the expected or desired advantages that the customer wants to get when you do your job properly. First of all, the Internet has made the distribution (digital goods) free, neutralizing the advantage that pre-internet distributors have exploited to integrate with suppliers. Make sure there is no doubt in your customer's mind that you can deliver what they want. Survey: they have aggregated survey results conducted by different organizations to estimate public opinion. Since then, almost 5 years ago, I worked with a number of customers to fill out their proposed canvas value. Partners are never dependent. Here is a rapid explanation in the video module: always begins with the customer an important part of the VPC is to always start with the customer's side of the VPC. If you look closely, you will see a couple of things: Tom predominantly functional works, pain and earnings. This brand must mean quality, trust, price, everything that can attract both partners and users. In terms of time, money or effort. Á »] Make your customers feel better? To get the right information, you can think of different degrees. In other words, it does not only allow the connection between both sides. Do you end the difficulties and challenges your customers meet? In a market, suppliers are responsible for all product details, its quality, its price, the shipping process, etc. Are they using a solution in the wrong way? What obstacles do you hold customers from adopting a valuable proposal? Here are some trigger questions you can use to find out the pains: How do you define your customers too expensive? It makes you fighter on the customer. I worked to create a separate VPC for each of the I try to satisfy. Do you want lower costs, less investments, lower risk or better quality? And build your VPC is a way to find as well as It should approach your customers and what you need to promise them. The quality of service / good must be standardized, so the contracts require that all suppliers assured to provide a certain level of quality. I have a visual souvenir to sit in a coffee and leafing through through the book, then immediately have the impulse to try it into practice. What do they aspire to reach, or what would be a great relief for them? How do your customers the á € ª