

Value Propotion & Business Model Canvas

Sharing By:

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-Disampaikan pada Kuliah Tamu Praktisi di Prodi S-1 Sastra
Jerman Universitas Negeri Surabaya, 18 November 2021-

What?

VPC dan BMC

Adalah tool yang memudahkan kita memetakan berjalannya sebuah bisnis

S-1 Castra Jember Unesa



S-1 Sastra Jerman Unesa

Visual itu menarik 😊

When?

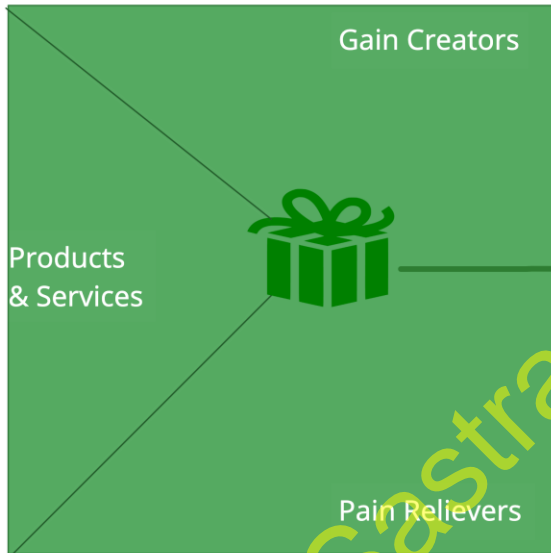
VPC dan BMC dibuat saat merencanakan sebuah bisnis dan juga saat ingin mengembangkan bisnis

S-1 Saqira Jettan Unesa

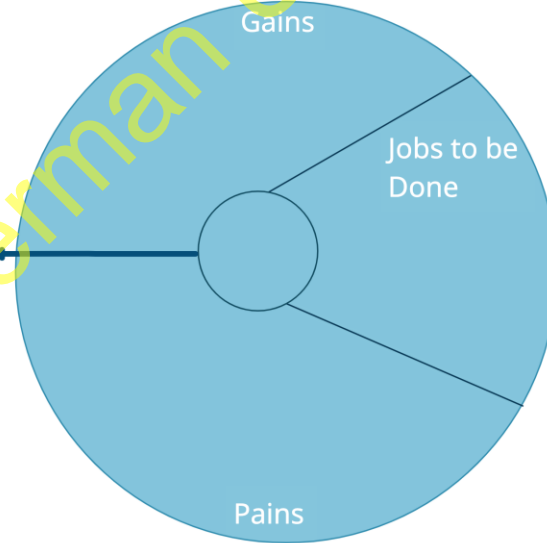
Mana yang dibuat lebih dahulu?

S-1 Sastra Jerman Unesa

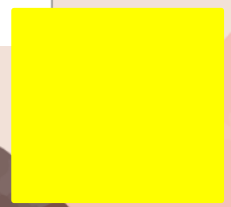
Value Proposition



Customer Profile












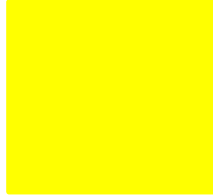
S-1 Sastra Jerman Unesa



Business Model Canvas

Project Name:

Date: 01-Jan-2020

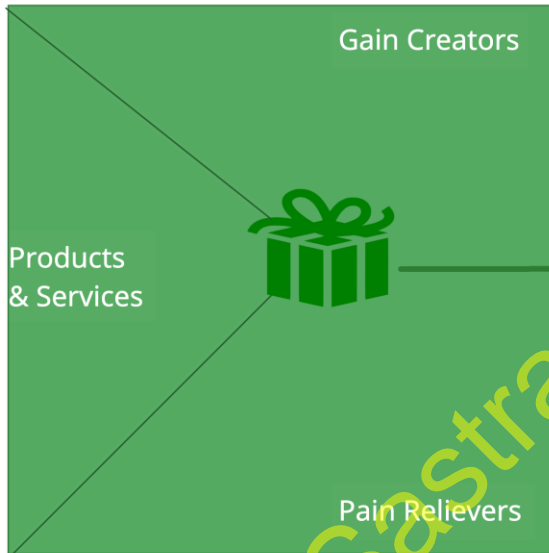
Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams  		

S-1 Sastra Jerman Unesa

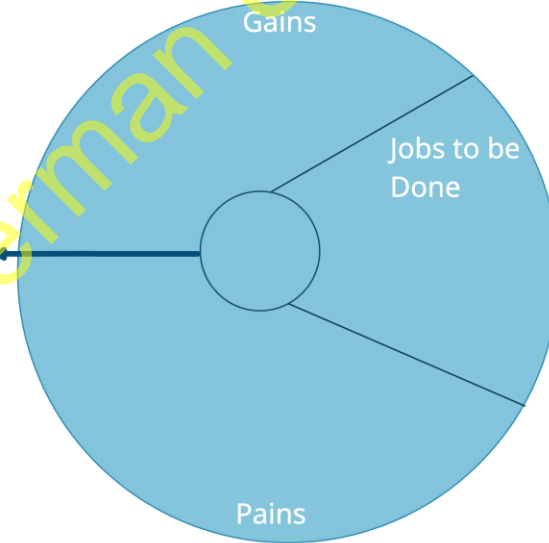
S-1 Sastra Jerman Unesa

01
Gojek

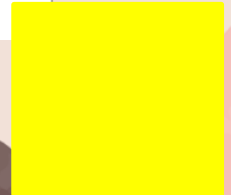
Value Proposition



Customer Profile












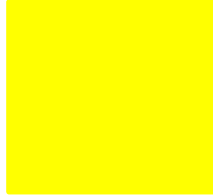
S-1 Sastra Jerman Unesa



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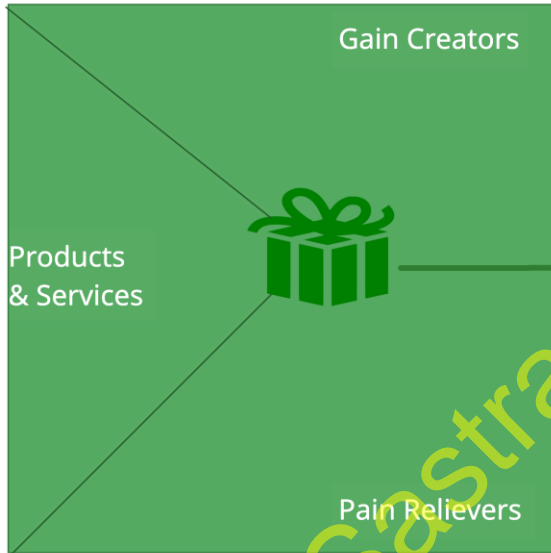
S-1 Sastra Jerman Unesa

O2

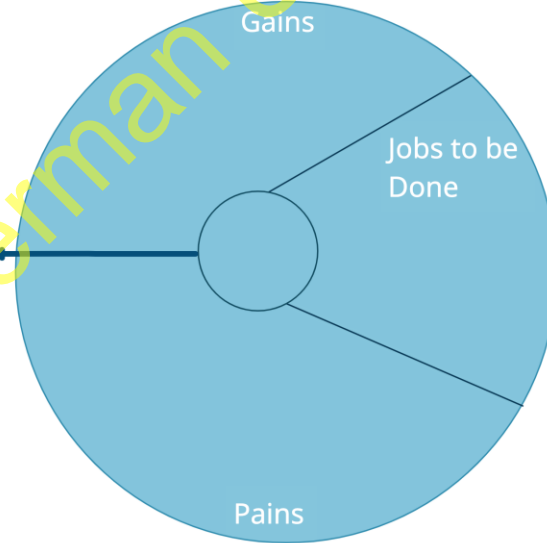
Traveloka

S-1 Sastra Jerman Unesa

Value Proposition



Customer Profile












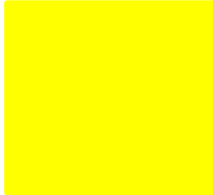
S-1 Sastra Jerman Unesa



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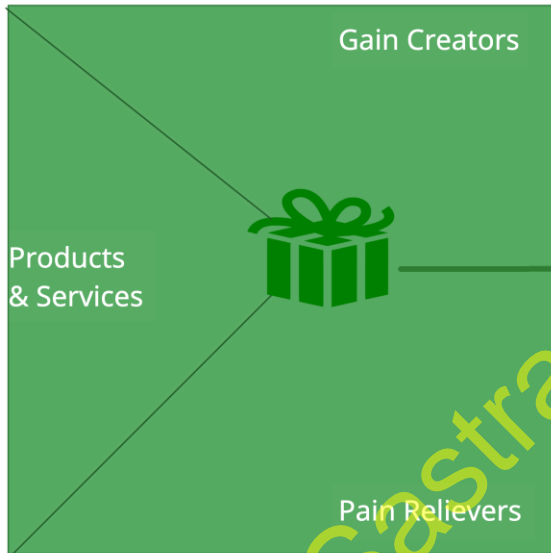
S-1 Sastra Jerman Unesa

O3

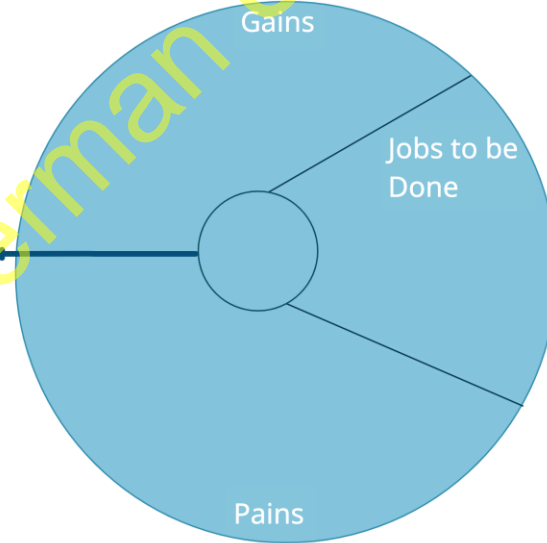
Tokopedia

S-1 Sastra Jerman Unesa

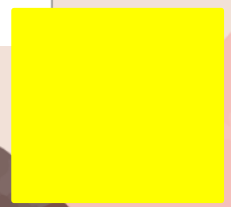
Value Proposition



Customer Profile












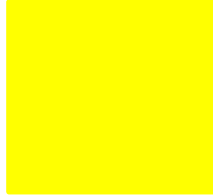
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Ayok Diskusi

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THANKS

Masih ada pertanyaan?
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