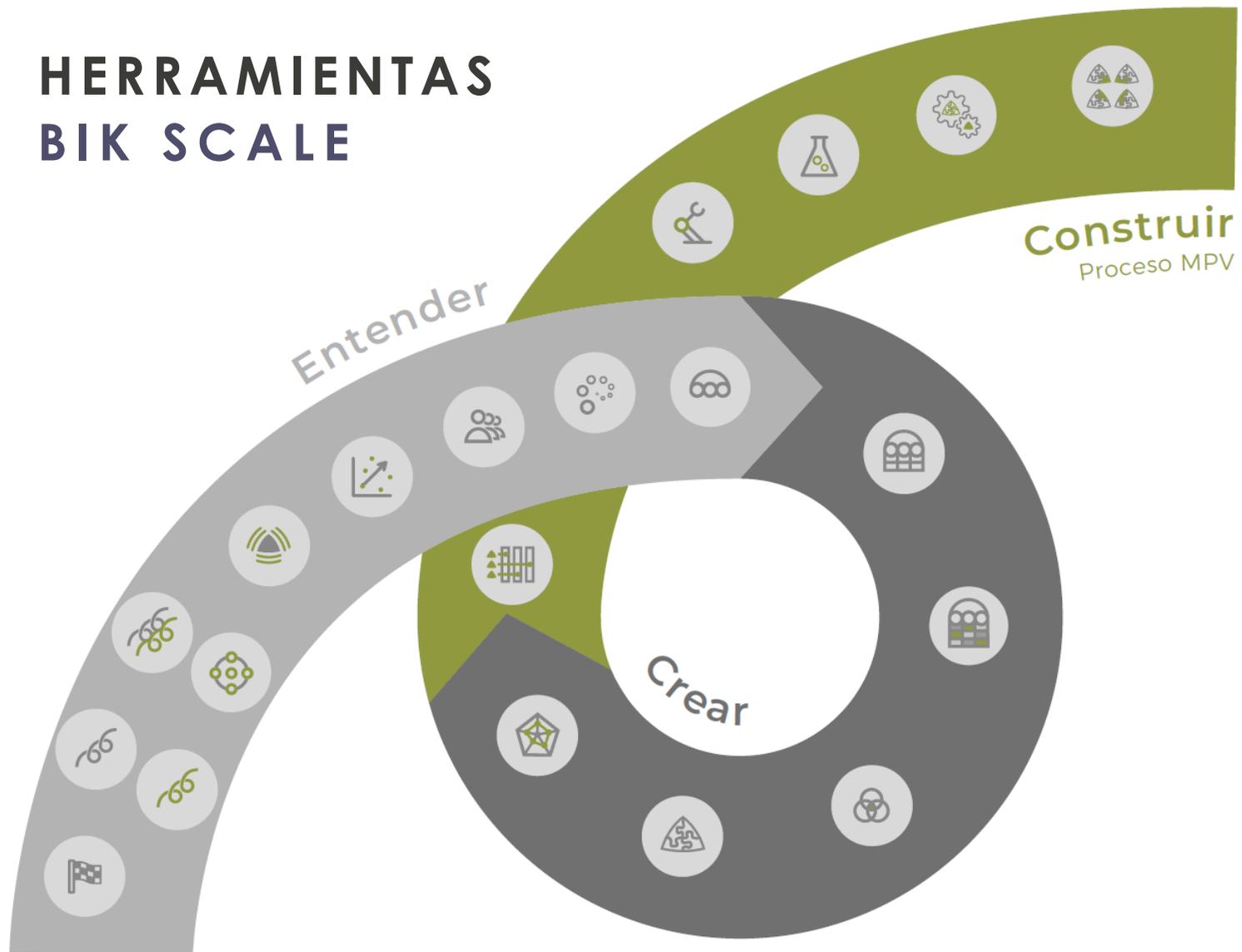


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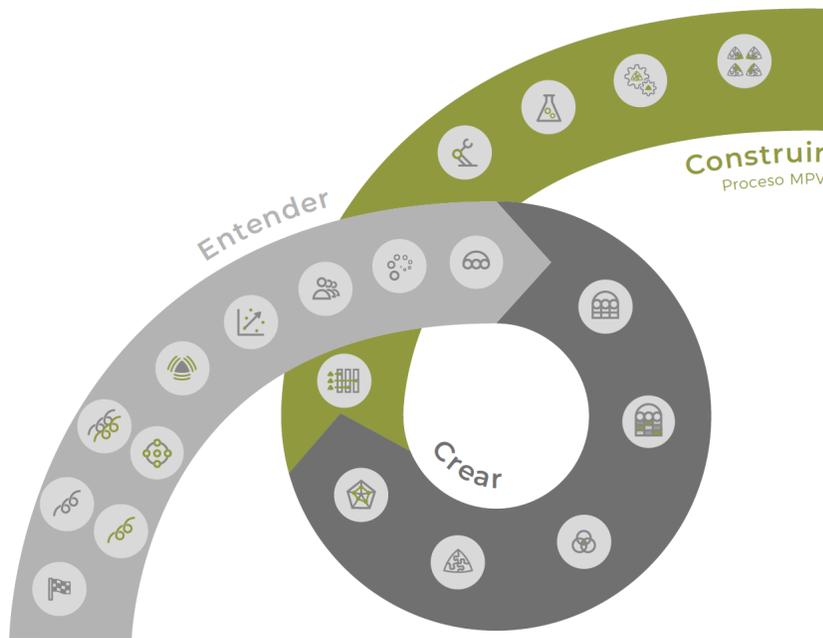


HERRAMIENTAS BIK SCALE



HERRAMIENTAS

BIK SCALE



Es un **ecosistema con una filosofía, método** y unas **herramientas** interdependientes que permiten **entender, crear y construir oportunidades** de mercado traducibles en modelos de negocio para los **diferentes niveles de actuación** (*Empresa, Unidades de Negocio, Productos/Servicios y Atributos*).

Las **conclusiones parciales** en cada una de las **fases y herramientas** del proceso, generan un **marco estratégico estructurado** desde la **concepción hasta la implementación del proyecto**; permitiendo la **trazabilidad e interacción** en **equipos multidisciplinares** de proyecto durante cualquier punto de las fases de desarrollo.

Entender

- Kick-Off Factores de éxito
- Definición del reto
- Evolución de empresa
- Posición en Benchmark
- Evolución del sector
- Actor/Customer Journey
- Alineación de la empresa y el sector
- Abstracción
- Red de Valor
- Paraguas

Crear

- Matriz territorio de Oportunidad
- Escenarios de Oportunidad
- Valoración de la Matriz
- Valoración de escenarios
- Tendencias en la Oportunidad

Construir

- Ponderación
- Productivizar
- Prototipado
- Matriz MPV
- Test de Usuario



TENDENCIAS Economía y mercado



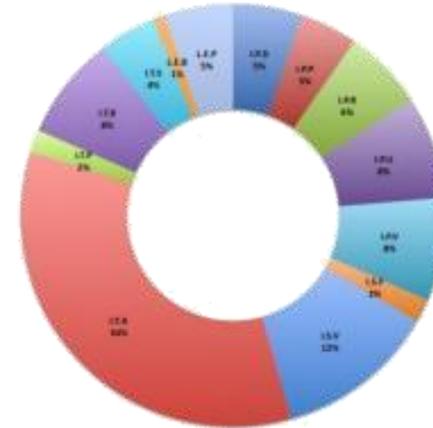


Explosión de modelos en la red



- Los modelos de negocio están experimentando un fuerte desarrollo en forma de derivaciones y adaptaciones, debidas al potencial de interacción de las plataformas on-line, con diferentes tipologías de actores: sectores, clientes, *partnerships* o colaboraciones tanto B2B y B2C.
- El principal modelo aplicado en internet continua siendo el publicitario con un 34%.
- Los ingresos directos-variables por suscripción, los pagos directos por descarga y el pago por referidos (amigos-suscritos) siguen dominando el mercado, seguidos por el pago por uso con un *fee* a desarrolladores.
- Comparado a otros conceptos, la compra de producto físico, tiene un gran volumen pero esta muy concentrada en plataformas de marca: genérica o especialista.

Fuente: [BOX UK](#)



Model	Variation	Notes
I	Immediate Revenue	Models for generating regular income, cash-flow (Self-Sufficient models)
I.S	Subscription	Charge the end-user a regular, recurring fee. Consider: Minimum contract lengths; Buy X (\$/month/weeks) get Y (\$/m/w) free; First X (\$/m/w) free ("Trial period"); Discount periods; Pay to remove adverts; Pay for additional (premium) content; Pay for APP/related features; Pay for support/subscription
I.S.F	Fixed	A single, fixed subscription cost (e.g. to access an online magazine or a specific service)
I.S.V	Variable	A number of fixed-price subscriptions are available to the end-user, fee dictates feature/usage limitations, etc. This includes the "Freemium" model, a (usually limited) "free" option alongside one or more paid options
IT	Third-Party	The end-user receives the service for free, a third-party pays the fee for a returned service.
IT.A	Advertising	One or more third parties place clearly defined adverts within the website/application. Variations of adverts include graphical banners, text, inline, pop-over, interstitial, etc. Normally charged by cost per click, cost per action, or cost per thousand impressions
IT.S	Sponsorship	One or more third parties become the "official" sponsor(s) of the website. This could include fixed (non-rotating, typically prominent) adverts, integration of third-party branding (colours, slogans) and/or licensing agreements
IT.C	Paid Content	Advertisements: third parties pay to include marketing/ad content on the website
IT.P	Paid Placement	Third-parties pay to be included in lists or in the application (e.g. comparisons, reviews, entertainment listings)
IT.R	Referrer	End-users are directed to third-party sites, which pay a fee to the website owner for any referred transactions (e.g. comparison sites)
IT.L	License Content	ThirdParties are given access to re-use the content from the web-site for their own purposes.
IP	Payments	The end-user makes individual, ad-hoc transactional purchases
IP.U	Pay-per-use	Micro-payments: the end-user is charged a fee to use an online service (one-off or for a limited time). This includes the "brokerage" model, where user(s) are charged a fixed-price or percentage per transaction (e.g. ebay). This also includes the purchase of "credits" e.g. 10 uses of the service for a fixed cost. Discounts can be offered for bulk purchases
IP.P	Physical Products	The typical e-commerce model includes books, CDs, holidays, tickets, etc. Typically each "physical product" has a non-arbitrary cost associated with its production
IP.V	Virtual Products	The end-user purchases a "digital" product that typically has a negligible cost of replication. This includes virtual gifts (e.g. Facebook), in-game items (e.g. World of Warcraft), and other virtual assets (e.g. land in Second Life)
IP.R	Related Products	The end-user has free access to the main product/service. An additional, optional charge is made for related "add-on" products/services, e.g. documentation, support, commercial versions, related iPhone or Android application, etc.
IP.D	Donations	The website relies on voluntary end-user donations (e.g. a "Tip Jar")
L	Long-Term Revenue	Strategic, "invest and Reward" models where costs are incurred initially for a longer-term "pay off"
LE	Establish and Exploit	Attract a substantial audience before monetizing
LE.R	Re-use/Re-sell	Re-sell/re-use the data/content, usually from User Generated Content websites e.g. create books, posters or other purchasable products from data/content created on site
LE.P	Platform	Establish a platform, then charge for third parties to participate once an audience has been established e.g. iPhone. See also Facebook
LE.B	Branding	Build a "personal brand" for yourself/your company. Choice awareness is made; go on Conference/Workshop/Expert circuit, or release a book, etc.
LS	Self/Exit	Create a popular application/website, then make it someone else's problem to monetize e.g. YouTube
Meta-models		
The following business models can be applied in addition to most of the basic revenue models described above.		
Model	Variation	Notes
M.R	Revenue Share	End-users are offered a cash incentive to make the website/application generates revenue, by sharing a percentage of revenue with them (usually based on their personal referrals or popularity of their content)
M.R	Re-Seller	The end-user can re-sell the online service
M.R.A	Affiliate	The end-user is paid to direct customers to the website, typically by listing/selling the products/services elsewhere
M.R.W	White Label	The end-user can transfer the online service and re-sell it as their own (typically taking a percentage of the generated revenue, or paying a fixed subscription cost to the original service)