

Ph.D. days

Per una ricerca di qualità
#7 Dal Ph.D. alla Startup

Settimo seminario per i dottorandi dell'Ateneo di Catania dedicato alla qualità della ricerca scientifica

Martedì 28 Aprile - dalle 16,00 alle 18,00
Sede didattica del COF - Via Umberto 285 Catania

*prenotazione obbligatoria sul sito del C.O.F.

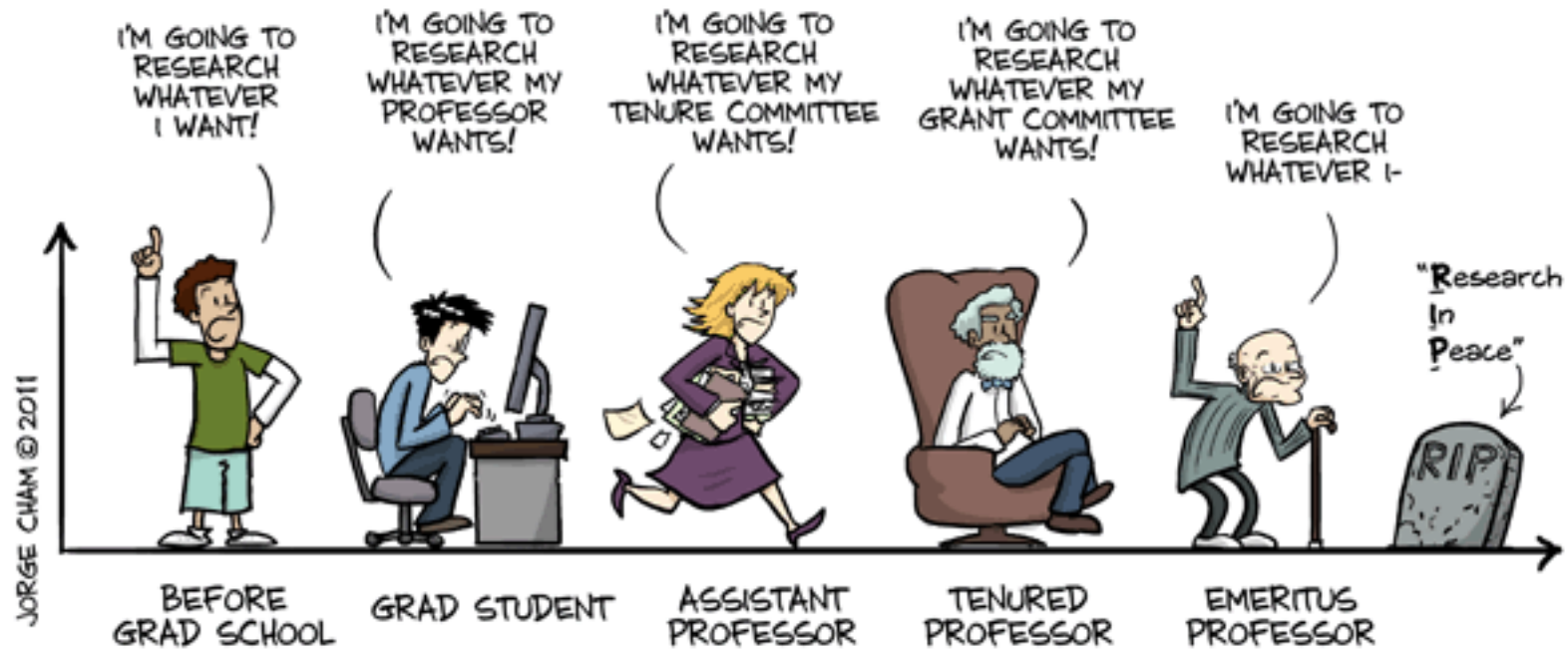
Prof. Rosario Faraci

Dal Ph.D. alla Startup





THE EVOLUTION OF INTELLECTUAL FREEDOM





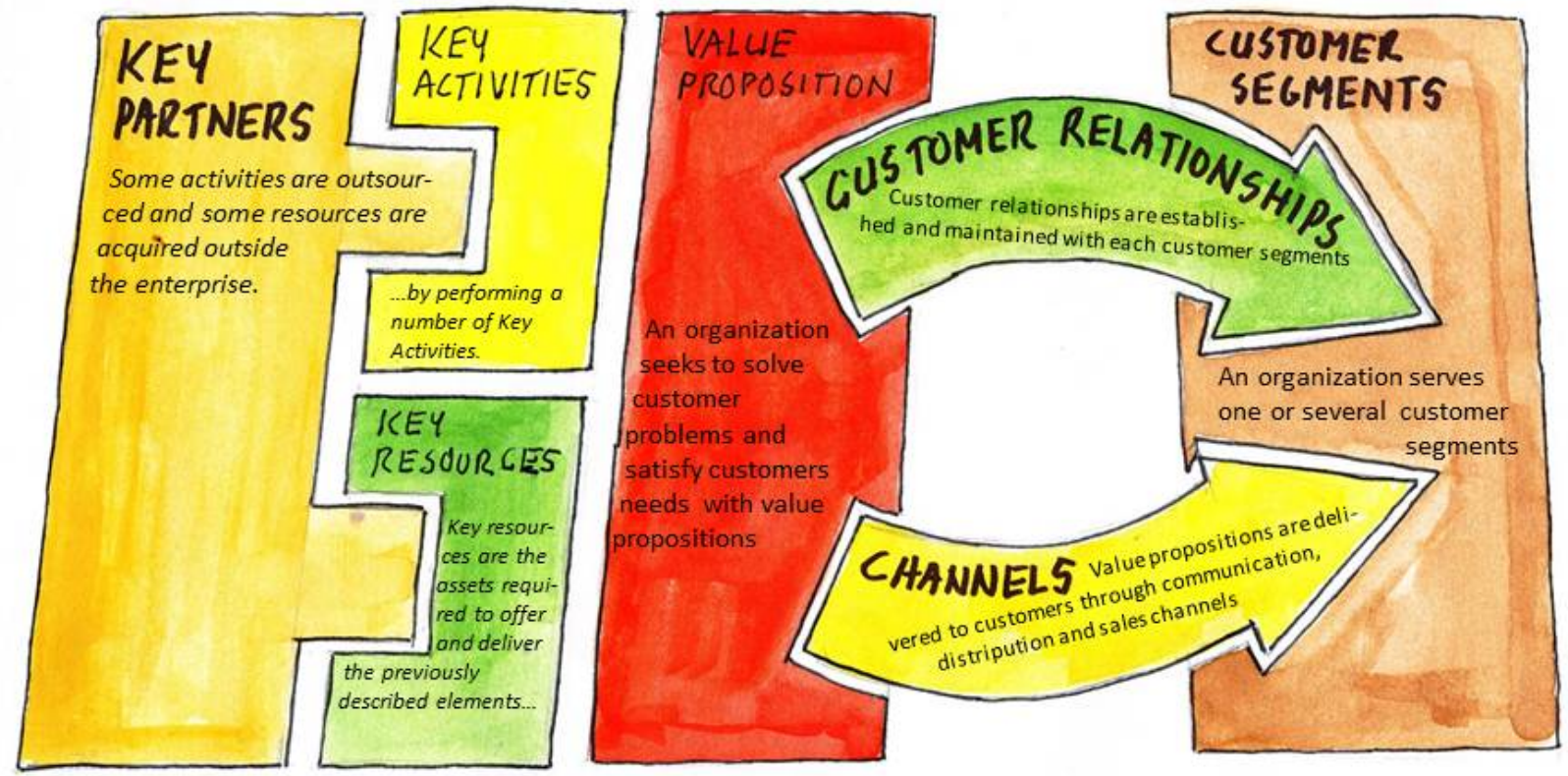




SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
	KEY METRICS		CHANNELS	
COST STRUCTURE			REVENUE STREAMS	



COST STRUCTURE
The business model elements result in the cost structure.

REVENUE STREAMS
Revenue streams result from value propositions successfully offered to customers.

Value Map

The Value (Proposition) Map describes the features of a specific value proposition in your business model in a more structured and detailed way. It breaks your value proposition down into products and services, pain relievers, and gain creators.

This is a list of all the **Products and Services** a value proposition is built around.

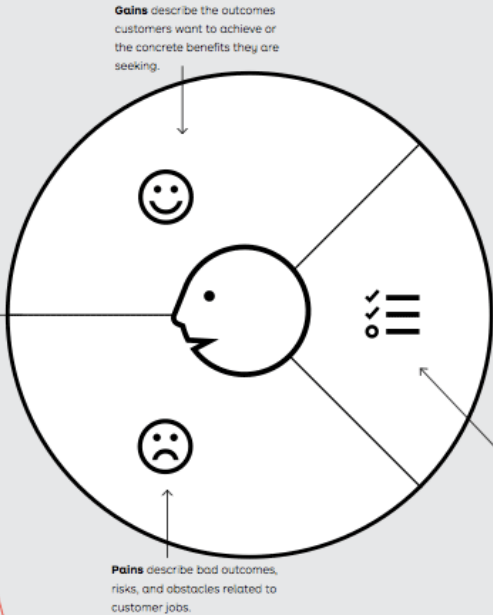


Fit

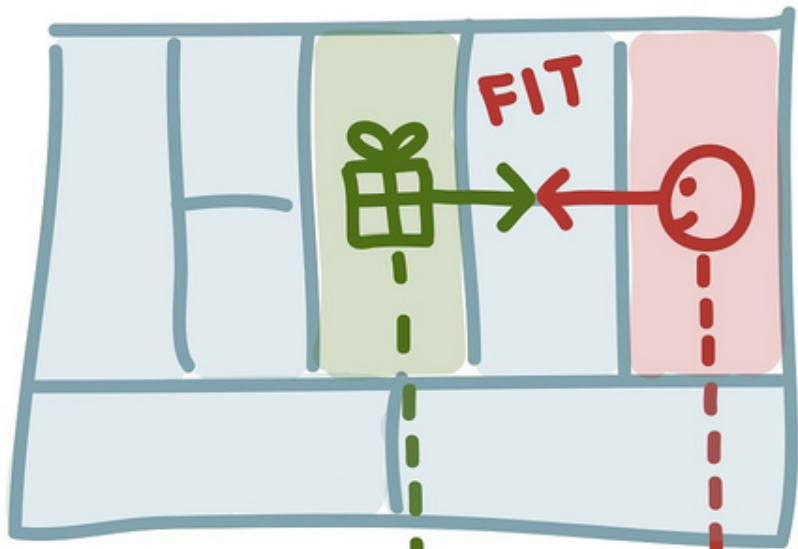
Customer Profile

The Customer (Segment) Profile describes a specific customer segment in your business model in a more structured and detailed way. It breaks the customer down into its jobs, pains, and gains.

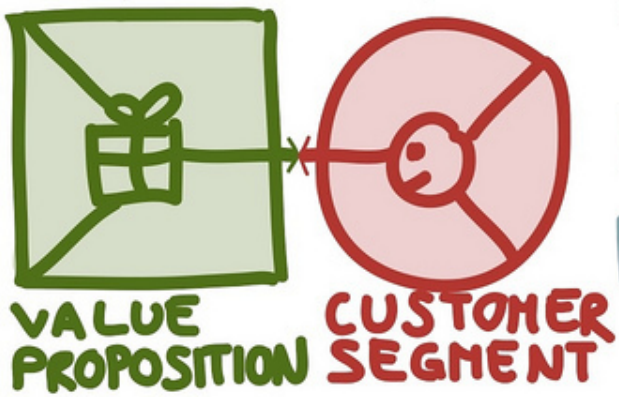
Customer Jobs describe what customers are trying to get done in their work and in their lives, as expressed in their own words.



You achieve **Fit** when your value map meets your customer profile — when your products and services produce pain relievers and gain creators that match one or more of the jobs, pains, and gains that are important to your customer.



BUSINESS
MODEL
CANVAS



VALUE
PROPOSITION
DESIGNER







QUI SI PARLA
DI START-UP
INNOVATIVE

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START
UP





start CUP catania



la notte degli Innovatori - Premio StartCup Catania 2014



STARTUP NIGHT
COCKTAILPITCH



UNIVERSITÀ
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capitt



Credito Siciliano
Proprietà Siciliana Siciliani Siciliani



SAC
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Pharma
LJ Pharma



CNA
CNA
CNA



Etna Hitachi



Catania Ricerca



O.D.C.E.C. Catania
Ordine dei Dottori Commercialisti
e degli Esperti Fiscali di Catania



Euro Soluzioni 2000



Micron
Micron
Micron



Confindustria
Catania



TechLab Works
Engineering Solutions



microsensor
Microsensor
S.p.A. Catania, Sicilia, Italia



Marconi Impianti



Freello
Freello
Freello

Quando? 17 Ottobre 2014 a che ora? 21:00 Dove?

MUSICA ARTE
via vela 8/9
Catania



