
PRINCE2 para emprendedores

7+7+7 cuestiones para no pegarsela a la primera de cambio



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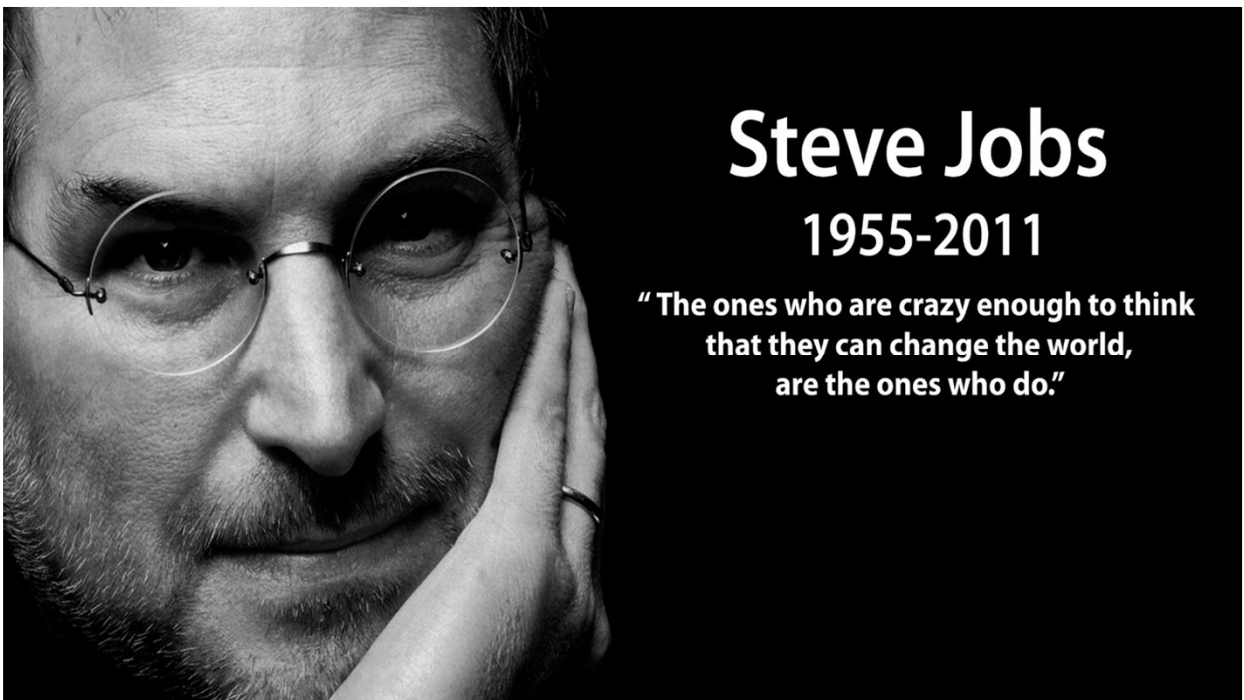
PMO @ everis

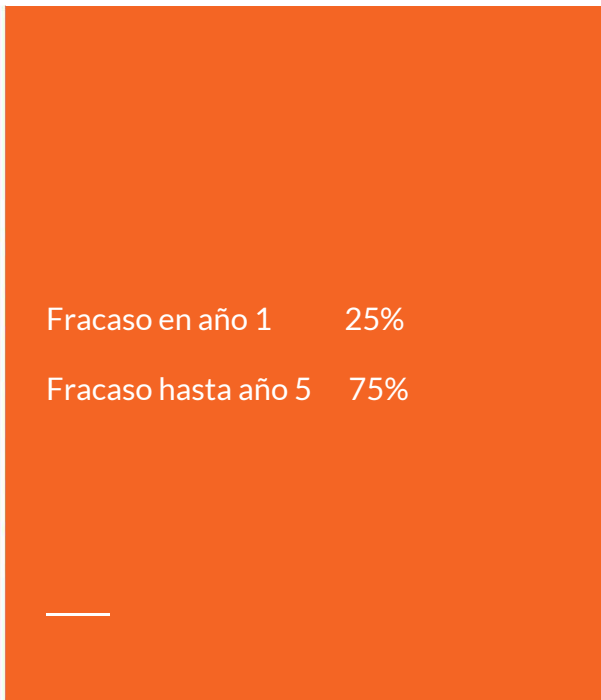
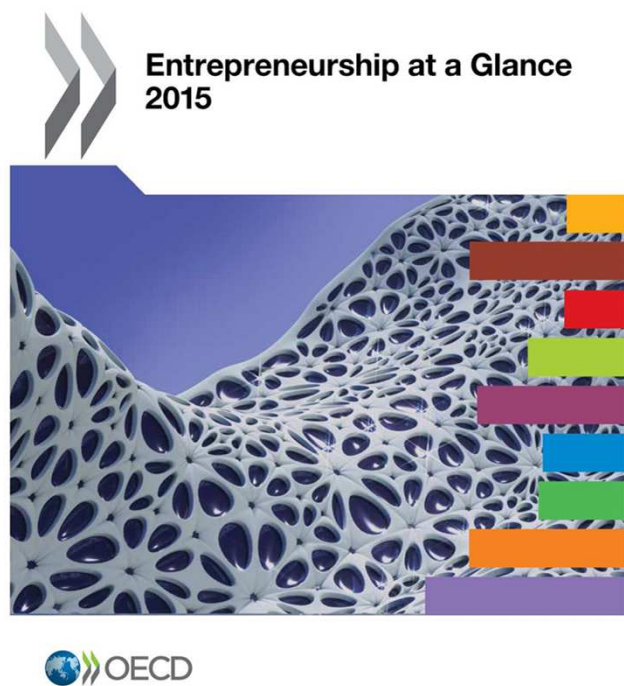
PMP, PRINCE2 Practitioner, WIPO DL101 Propiedad Intelectual, Scrum Master & Product Owner

Emprender está
de moda

2002

2015








Business Model Canvas

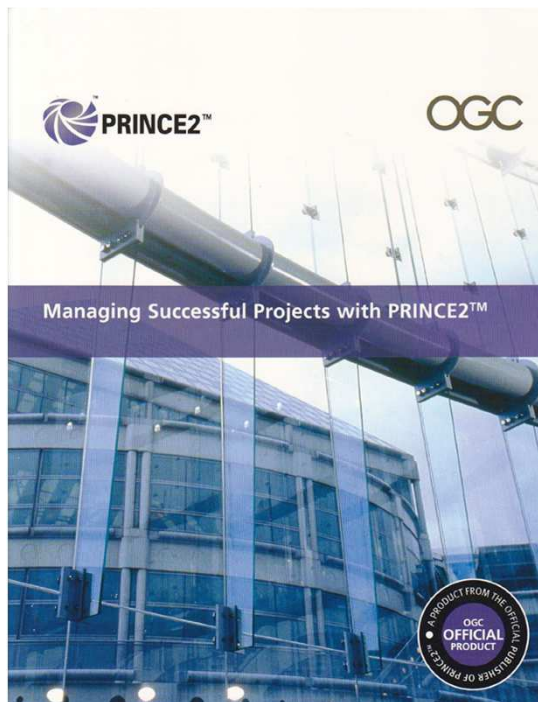
Share

Designed for: Dropbox Inc. Date: 10.03.2013

<p>Key Partners</p> <p>Strategic partnership with HTC (Oct. 011) 5GB free Dropbox storage to all Android user</p> <p>Dropbox uses Amazon's Simple Storage Servers (S3) for data storage</p> <p>Learn more about future possibilities!</p>	<p>Key Activities</p> <p>Promotion of service Continual development of platform and services Troubleshooting for customers</p>	<p>Key Propositions</p> <p>Freemium model Online storage: backup Easy access to data Accessibility: universal application Simple UI Automatic synchronization of data</p> 	<p>Customer Relationships</p> <p>Account management for business customers C2C support in forums Tech support Automated service through Q&A section</p>	<p>Customer Segments</p> <p>Mass market Existing market Target: everyone using memory stick or email to transfer data</p>
<p>Key Resources</p> <p>Physical assets (servers, computers, high speed Internet connection) Intellectual property and human resources</p>	<p>Channels</p> <p>Direct and own: homepage Indirect: referral through users Partner channels: tech forums Viral channels</p>	<p>Cost Structure</p> <p>2nd round of venture capital was raised in Oct. 2011 to finance: rapid growth, acquisitions, strategic partnerships, grow the team</p> <p>What about 1st round?</p>	<p>Revenue Streams</p> <p>Pricing mechanism: freemium Recurring revenue from ongoing payments Options: 2GB (Free) Pro from \$9.99/mo Teams from \$795/mo</p> <p>Do you know their AARRR funnel?</p>	

Lanzamiento!

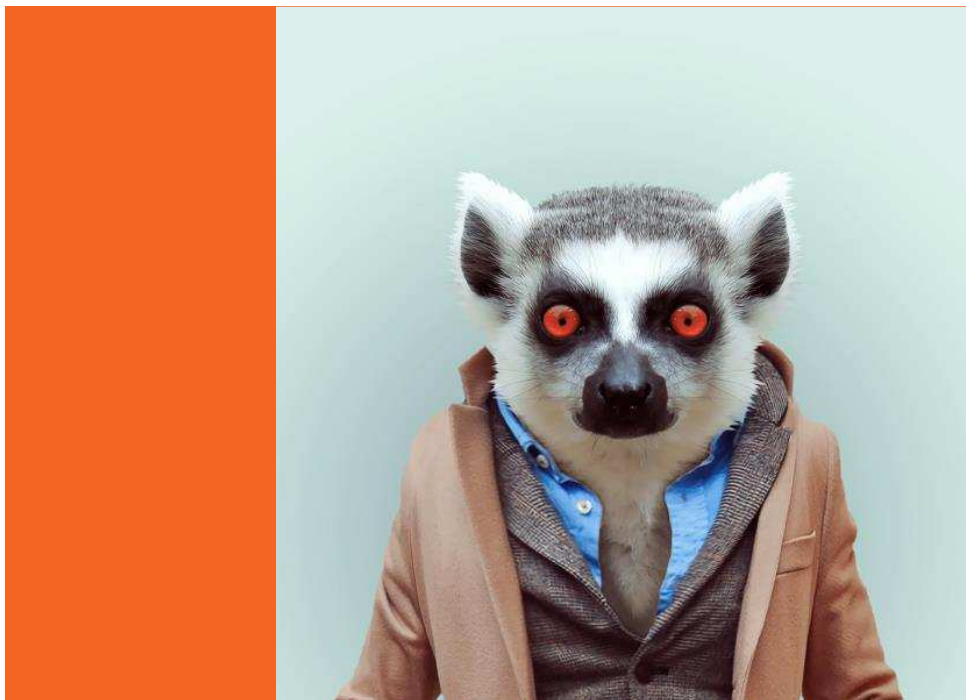




7 principios

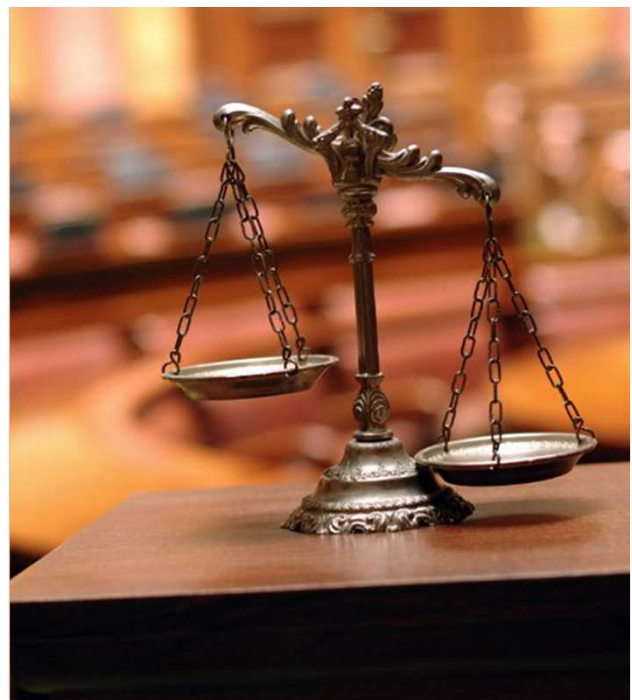
7 temas

7 procesos



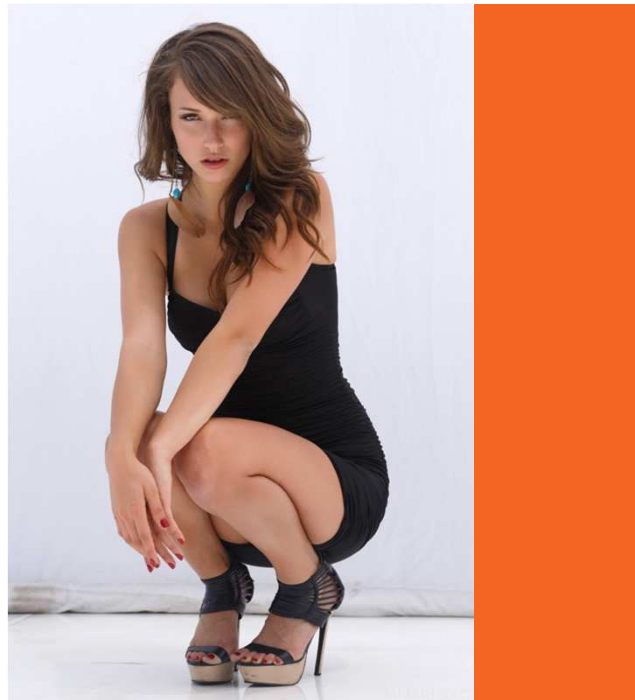
Principios

P1. Justificación comercial continua



P2. Aprender de la experiencia

“No creo en los remordimientos, creo en las lecciones aprendidas”
(Malena Morgan, ex-pornstar)



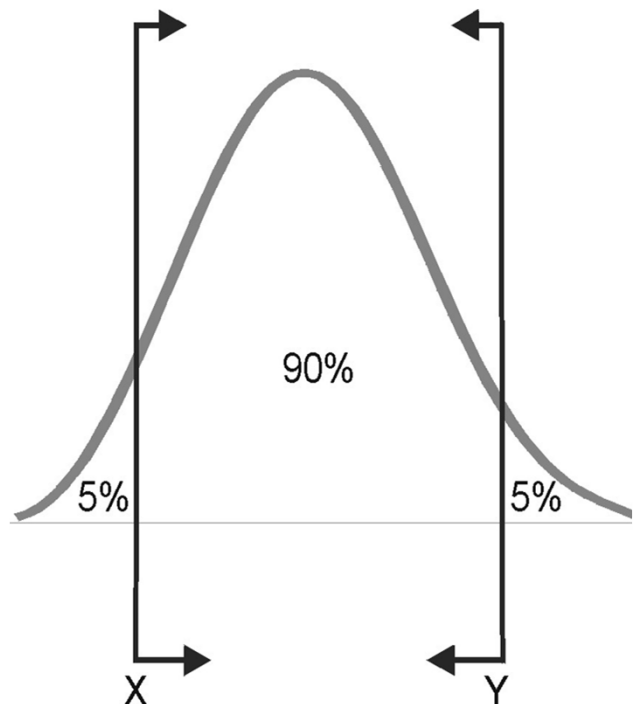
P3. Definir roles y responsabilidades



P4. Gestión por fases



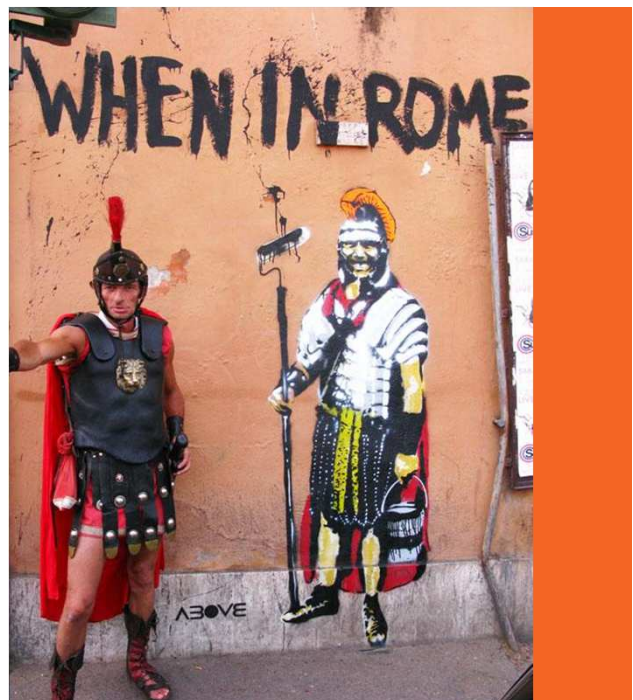
P5. Gestión por excepción



P6. Enfoque al producto



P7. Adaptación al entorno



Temas

T1. Business Case

¿Por qué?



T2. Organización

¿Quién hará qué?



T3. Calidad

Qué haremos y cuánto



Minimum Viable Product



Product Vision

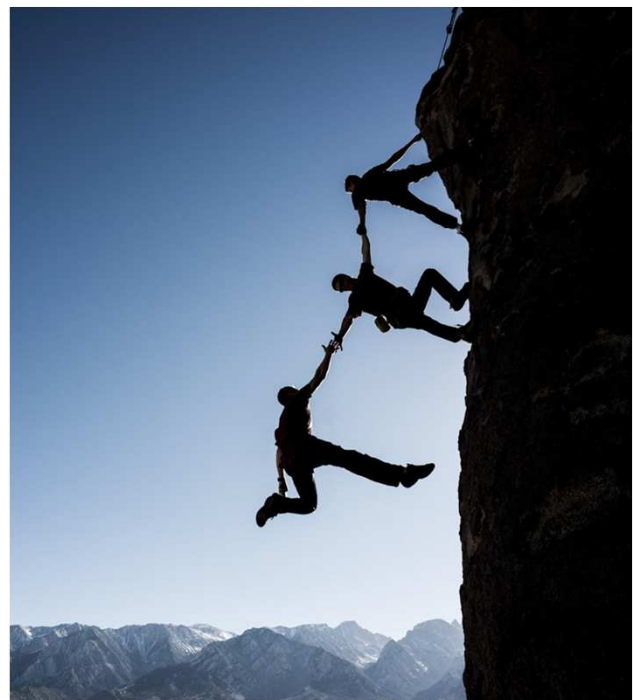
T4. Planes

Cómo haremos
Cuándo haremos
Cuánto en cada momento



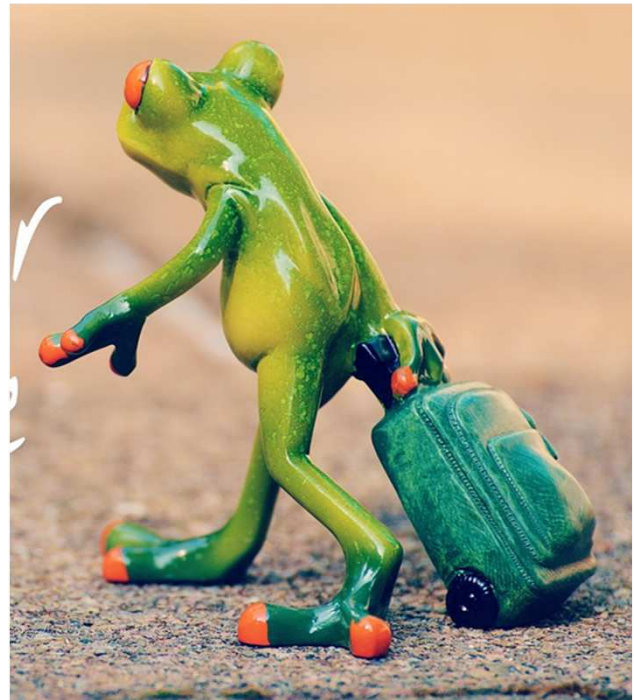
T5. Riesgo

¿Qué pasa si...?



T6. Cambio

¿Cuál es el impacto?



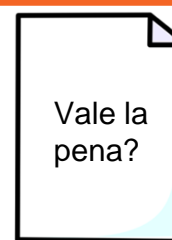
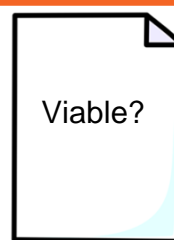
T7. Progreso

¿Cómo vamos?
¿Llegamos?
¿Corregimos?
¿Es buena idea seguir?

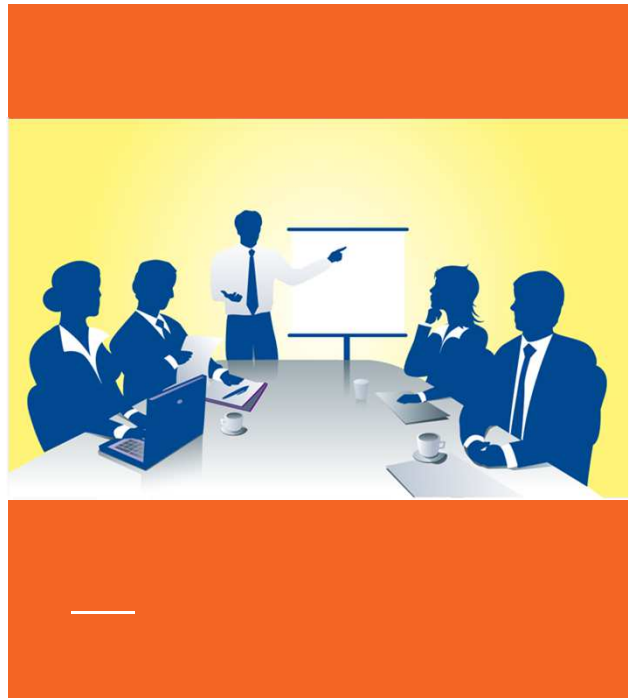


Procesos

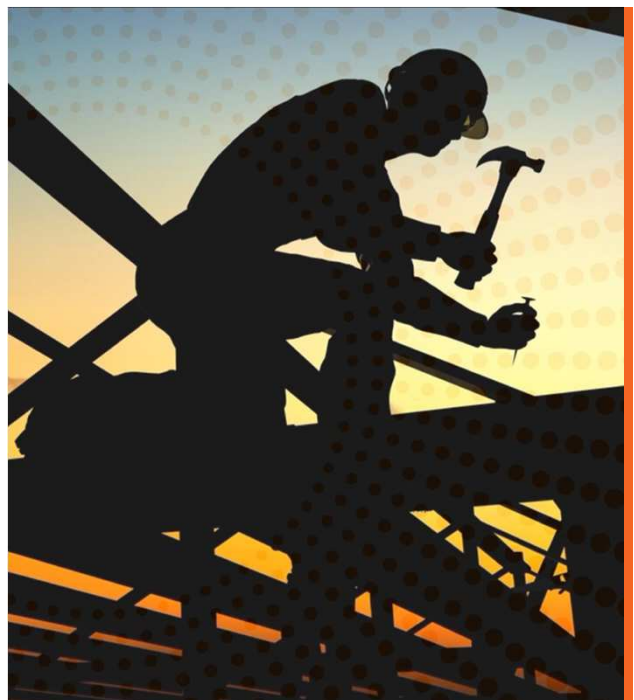
PR1. Arranque del proyecto



PR2. Dirección del proyecto



PR3. Inicio del proyecto



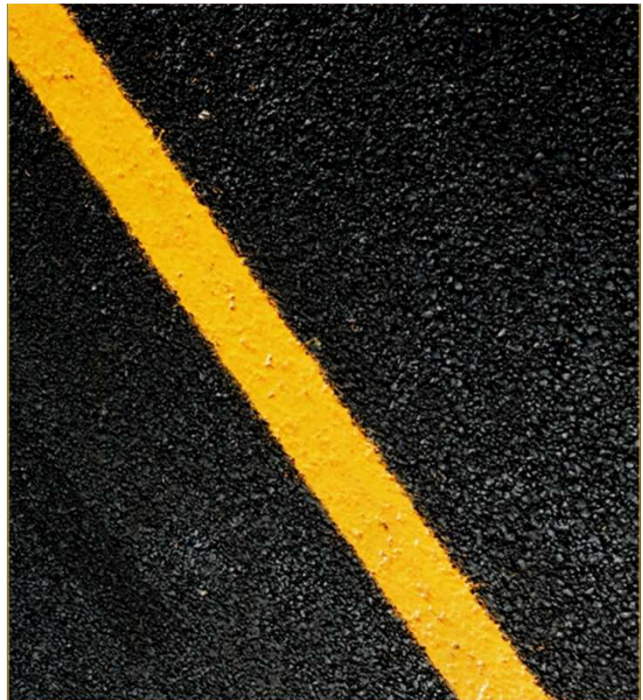
PR4. Control de fase



PR5. Gestión de Entrega de Producto



PR6. Gestión de Límite de Fase



PR7. Cierre del Proyecto



Gracias



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