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EL **PLAN** DEL **HERO**E

/// **THEHEROPLAN.COM**

/// **DANIELVECINO.COM**

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zuppex
JUST ZUPPING



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3 CLAVES PARA LA VICTORIA



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3 CLAVES PARA LA VICTORIA

/// FOCO - FOCO - FOCO

Alinea tu propuesta y poderes
con las necesidades de tus clientes



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/// DIFERENTE

Crea una propuesta alternativa
que maximice el uso de tus poderes



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Wytopna



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Crea un recuerdo en tus clientes
alineado con tu objetivo



PERO... CÓMO?



Key Partners Who are our Key Partners? Do we have key suppliers? Which Key Resources do we acquire from partners? Which Key Activities do partners perform?	Key Activities What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?	Value Propositions What value do we deliver to the customer? Which one of our customer's problems seems hardest to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?	Customer Relationships What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they engaged with the rest of our business model? How costly are they?	Customer Segments For whom are we creating value? Who are our most important customers?
	Key Resources What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?		Channels Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost efficient? How are we integrating them with customer outreach?	
	Cost Structure What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?		Revenue Streams For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?	

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GAMIFICATION



HERO

the Hero PLAN

HERO

VILÁN

PODERES

HABILIDADES ESTUDIO	HABILIDADES EXPERIENCIA	PODERES INNATOS	AFICIONES INTERESES	COSAS QUE TIENES

DEBILIDADES

COSAS QUE NO SABES	COSAS QUE NO TIENES

MAXIMIZAN PODERES

MITIGAN DEBILIDADES

COMBATIR PODERES

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MACHACAR DEBILIDADES

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NOTAS

MISIÓN

INOCENTE EN PELIGRO
CLIENTE

PELIGRO
PROBLEMAS | BENEFICIOS | NECESIDADES

GOLPES DIRECTOS

FLANCO ▲ A FAVOR + ENRATE = EN CONTRA -

DISPARADORES EMOCIONALES

SATISFACCIÓN ♥ Desequilibrio ⚡ ALERTA ! SENSORIAL 🧠

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OBJETIVO



PODERES
DEBILIDADES

COMPETENCIAS
RECURSOS



ALIADOS

PARTNERS



INOCENTE EN PELIGRO
PELIGRO

CLIENTES POTENCIALES
NECESIDADES

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PLAN

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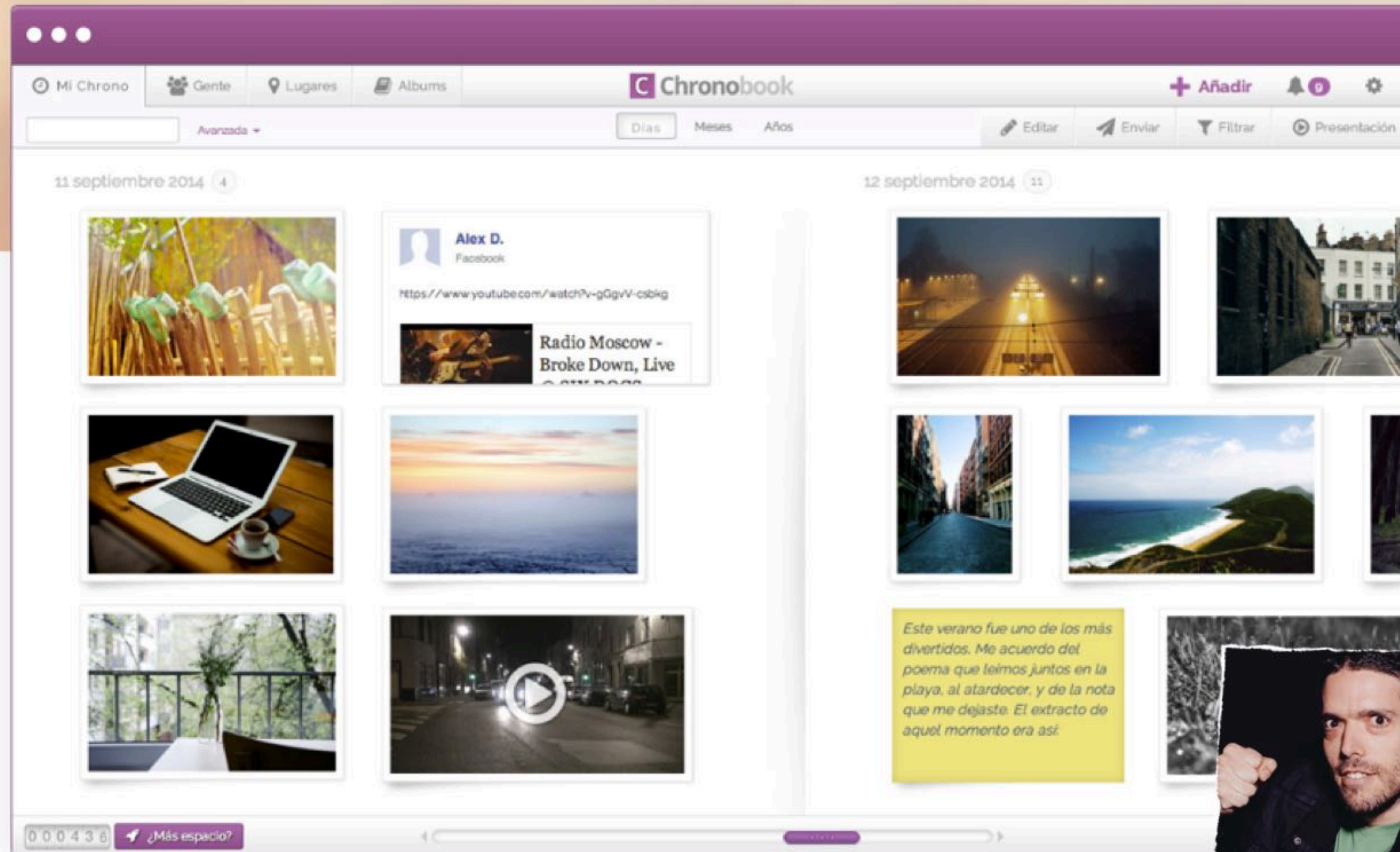
VALOR



VILLANO

.....

COMPETENCIA
MERCADO Y SITUACIÓN
CLIENTE
NOSOTROS



Chronobook
 Colecciona momentos, no cosas



ChronoBook saves, organizes, and you share and enjoy

We do the boring work and we let you the funny part.

The Hero Plan

HERO

PODERES					
HABILIDADES ESTUDIO	HABILIDADES EXPERIENCIA	PODERES INNATOS	AFICIONES INTERESES	COSAS QUE TIENES	DEBILIDADES
COSAS QUE NO SABES	COSAS QUE NO TIENES				
ING INFORMÁTICA	INTERNET	AUTO APRENDIZAJE	FOTO & VÍDEO	CONTACTOS HIGH	
UX/UI	OPTIMIZAR COSTES		TECNOLOGÍA	RECURSOS ARRANQUE	
	VENTA EMPRESAS				
	GESTIÓN				

M

MISIÓN	
INOCENTE EN PELIGRO	PELIGRO
CLIENTE	PROBLEMAS BENEFICIOS NECESIDADES
GEEK EUROPEO < 45 AÑOS	FACILITAR ALMACENAMIENTO, ORDENACIÓN Y DISFRUTE DE MOMENTOS
USUARIO REDES SOCIALES	
SMARTPHONE CON DATOS	



ALIES

MAXIMIZAN PODERES				MITIGAN DEBILIDADES	
DISEÑADOR PRO				VENTURE CAPITAL	

GOLPES DIRECTOS | DISPARADORES EMOCIONALES

FLANCO
 A FAVOR
 EMPATE
 EN CONTRA
 SATISFACCIÓN
 DESEQUILIBRIO
 ALERTA
 SENSORIAL

VILAIN

THISLIFE

PODERES
POSICIONAMIENTO MERCADO FOTOGRAFÍA DIGITAL

DEBILIDADES
SOLO FOTOS Y EN FORMATOS POPULARES

P

COMBATIR PODERES						
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MACHACAR DEBILIDADES						
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DIFERENTE	MEMORABLE
MOMENTOS MULTICONTENIDO	●●●●
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MOMENTOS MULTICONTENIDO Y MULTIFUENTE	●●●●
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EL **PODER** DE LAS **EMOCIONES**

**/// REPITE,
EMOCIONA...
O TE OLVIDAN !**



DISPARADORES EMOCIONALES



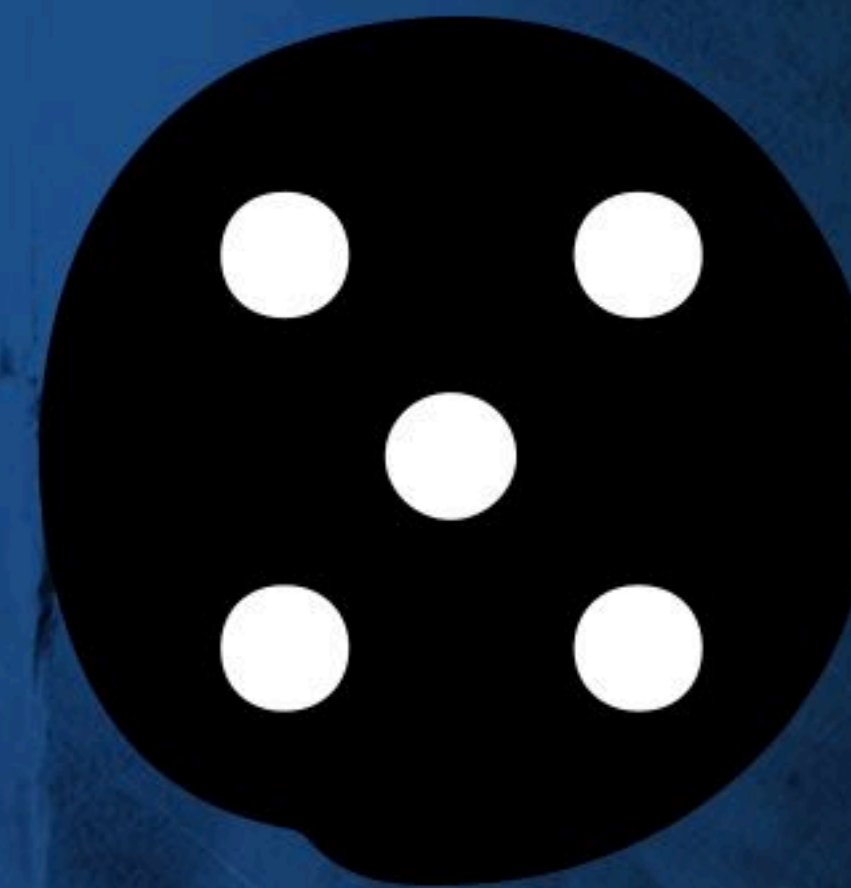
SATISFACCIÓN



DESEQUILIBRIO



ALERTA



SENSORIALES

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*Basado en "El Héroe de las mil caras"
Joseph Campbell, 1949*

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HABILIDADES ESTUDIO

HABILIDADES EXPERIENCIA

PODERES

PODERES INNATOS

AFICIONES INTERESES

COSAS QUE TIENES

DEBILIDADES

COSAS QUE NO SABES

COSAS QUE NO TIENES

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M

MISIÓN

INOCENTE EN PELIGRO
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PELIGRO

PROBLEMAS | BENEFICIOS | NECESIDADES

ALIES

MAXIMIZAN PODERES

MITIGAN DEBILIDADES

GOLPES DIRECTOS

DISPARADORES EMOCIONALES



FLANCO



A FAVOR



EMPATE



EN CONTRA



SATISFACCIÓN



DESEQUILIBRIO



ALERTA



SENSORIAL

VILAN

PODERES

COMBATIR PODERES

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DEBILIDADES

MACHACAR DEBILIDADES

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SIMPLY
supermercados

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LISTOS PARA LA **BATALLA** **FIGHTING!**

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Presentación
Tablero Batalla
Previo 70 páginas

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