Iowa State University
Extension and Outreach

WHAT WE WANT

#STRONGIOWA

Business Model Canvas Series:

Serie de Lienzo de Modelo de Negocio

BUILDING A #STRONGIOWA

IOWA STATE UNIVERSITY
Extension and Outreach

Assess & Plan for Success:
Uplifting Farm and Food Enterprises

Evaluar y Planificar Para El Exito:
Mejorar las empresas agricolas y alimentatias

BUILDING A #STRONGIOWA

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Business Development Collaboration
Colaboración de Desarrollo de Negocio

- ISUEO - Farm, Food and Enterprise Development
- ISUEO - Community and Economic Development
- SBDC - Iowa Small Business Development Centers

Strategyzer

Victor Oyervides

Program: Small Business Development for Minorities
Partnership: Iowa Small Business Development Centers & Community and Economic Development

Programa: Desarrollo de Negocio Para Minorías
Asociacion: *Iowa Small Business Development Centers y Community and Economic Development*

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MR. BURRITO

Family Owned since 2012

Quienes Somos

Who We Are

Nuestra Historia

Our Story

Mr. Burrito se establecio en 2012. Sin embargo la jornada empieza en San Rafael, Municipio de Venustiano Carranza, Puebla, Mexico.

Mr. Burrito was established in 2012. Nonetheless our journey starts in San Rafael, Municipality of Venustiano Carranza, Puebla, Mexico.

Modelo de Negocio Original - Original Business Model

Customer Segment

Campustown

The Valderrabano Family proudly serves delicious, 100% authentic Mexican food prepared fresh daily to Iowa State University college students.

Value Proposition

- Specialized in burritos, tacos, tortas, tamales, tostadas, quesadillas and more.
- Wide variety of hot sauces, which range from mild to HOT!!

PROBLEMA - Problem

- Very few students are on campus during the summer months of June, July and August. Sales decrease and employment opportunities diminish.
- Muy pocos estudiantes se encuentran durante los meses del Verano desde Junio a Agosto. Las ventas disminuyen y muy pocas oportunidades para dar empleo.

SOLUCION - Solution

- Technical Assistance from Iowa State University Extension and Outreach – Community and Economic Development
- Asesoria Tecnica de Iowa State University Extension and Outreach – Community and Economic Development

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Technical Assistance: Assess & Plan for Success

Asesoria Tecnica: Evaluar y Planificar Para El Exito

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What tool do I use to develop my Business Model?

Que herramienta utilizo para desarrollar mi Modelo de Negocio?

Business Model Canvas –
Lienzo de Modelo de Negocios

9 Building Blocks – Componentes Fundamentales

- Customer Segments - *Segmentos de Clientes*
- Value Propositions - *Propuesta de Valor*
- Customer Relationships - *Relación con los Clientes*
- Channels - *Canales*
- Revenue Streams - *Fuente de Ingresos*
- Key Partners - *Socios Claves*
- Key Acitivities - *Actividades Claves*
- Key Resources - *Recursos Claves*
- Cost Structure - *Estructura de Costos*

Step 1: Assess your Business Model

1er Paso: Evaluar su Modelo de Negocio

Assess - *Evaluar*

Questions to ask yourself:

Preguntas que debe hacerse:

- What is my main Business Model? *Cuál es mi Modelo de Negocio principal?*
- What is working? *Qué está funcionando ?*
- What isn't working? *Qué no esta funcionando?*

Assess - *Evaluar*

Questions to ask yourself:

Preguntas que debe hacerse:

- What are my Customer Segments? *Cuáles son mis Segmentos de Clientes?*
- What Customer Segments have I lost and why? *Qué Segmentos de Clientes he perdido? y ¿por qué?*
- How am I making money from my Customer Segments? *Cómo estoy ganando dinero de parte de mis Segmentos de Clientes?*

Assess - *Evaluar*

Questions to ask yourself:

Preguntas que debe hacerse:

- What are my present Value Propostions? *Cuáles son mis Propuestas de Valor actuales?*
- For what new Value Propositions are my customers willing to pay ? *Para cuales Propuestas de Valor nuevas están dispuestos a pagar mis Clientes?*

Assess - *Evaluar*

Questions to ask yourself:

Preguntas que debe hacerse:

- How much does each Cash Revenue contribute to my total income? *Cuánto contribuye cada Flujo de Ingresos a mis ingresos totales?*

Assess: *Evaluar*

Two other áreas to consider:

Otras dos áreas a considerar:

- Analyze and check your existent supply chain. *Analice y revise su cadena de suministro existente.*
- Good moment to learn and know more about your finances. *Buen momento para aprender y conocer acerca de sus finanzas.*

Plan for success:
Planificar para el éxito

It is time to PIVOT your business.
Tiempo de darle un GIRO a su negocio.

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GROWTH STRATEGY: Estrategia de Crecimiento

Marketing
Mercadeo

- Market on social media
- Strengthen Brand Identity
- *Mercadeo en los medios sociales*
- *Fortalecer la Identidad de la Marca*

Catering
Catering

- Launch Catering business market and promote
- Lanzar el mercado de catering y promoverlo

Food Truck
Food Truck

- Launch Food Truck business and develop market sector
- Lanzar el negocio de Food Truck y desarrollar el sector de mercado

PIVOT

Giro

SUMMARY: Resumen

- Technical Assistance Tool – Business Model Canvas
- *Herramiento de Asesoria Tecnica – Lienzo de Model de Negocios*

- Assess & Plan for Success
- *Evaluar y Planificar Para El Exito*

Thank You
Gracias!

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