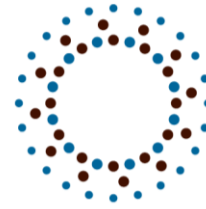




EMPRENDIMIENTO SOCIAL

Aramis Rodriguez
Edwin Ojeda

#EmprendeSocial



VisionSpring



embrace



THE GRAMEEN
CREATIVE LAB
PASSION FOR SOCIAL BUSINESS

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institute



One for One



ASHOKA



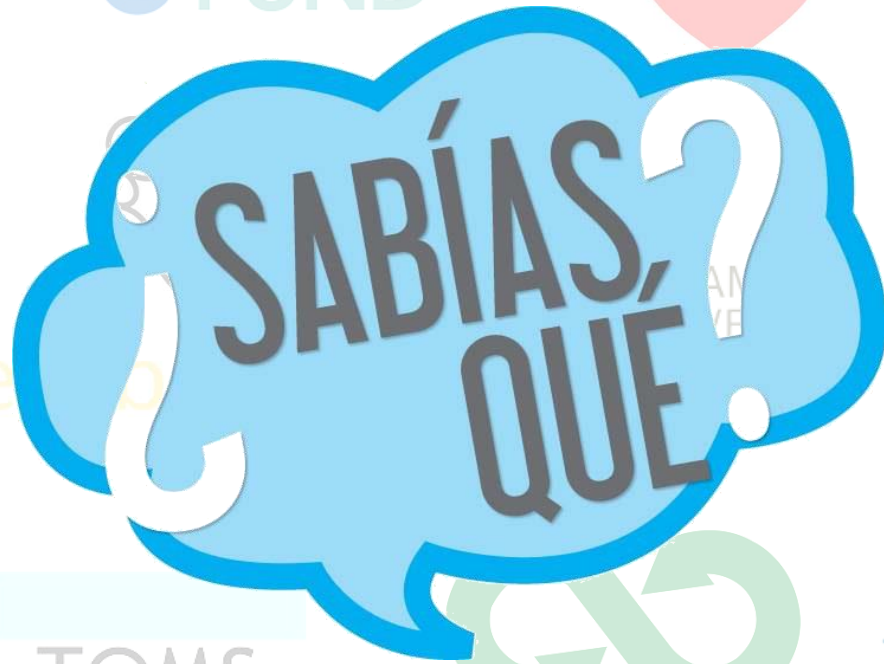
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TOMS

One for One

éstas organizaciones tienen un
modelo de negocios



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TALLER DE APRENDIZAJE PARA
LAS ARTES Y EL PENSAMIENTO



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TALLER DE APRENDIZAJE PARA
LAS ARTES Y EL PENSAMIENTO

¿Qué es un modelo de negocios?

TOMS

One for One

TERRACTIONS

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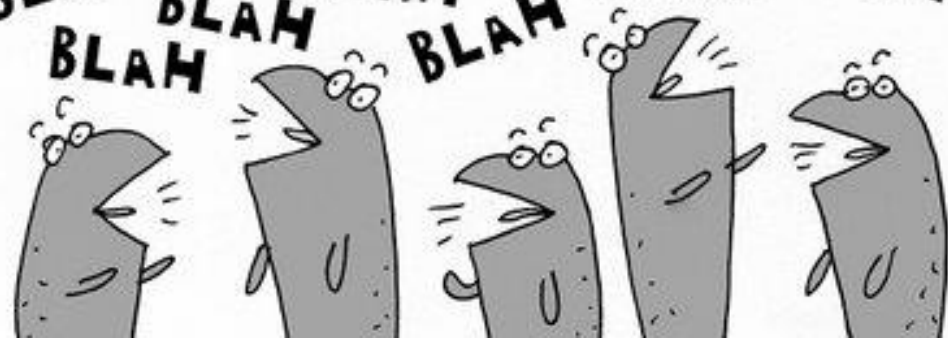
WWW.BETTERWORLD.COM



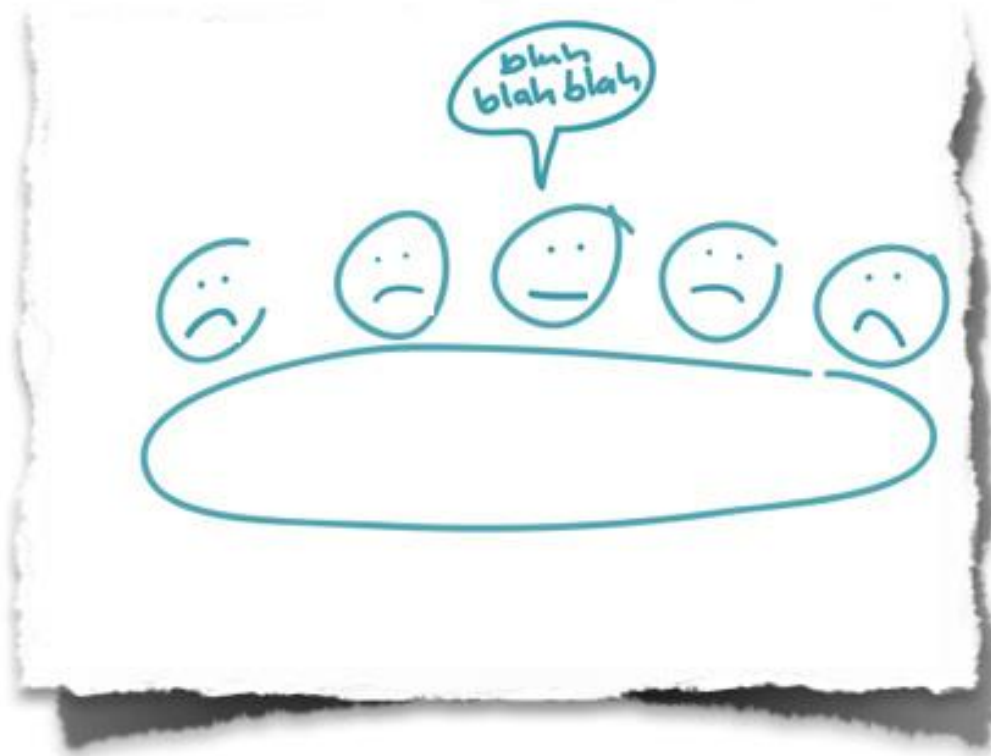
Grameen Bank



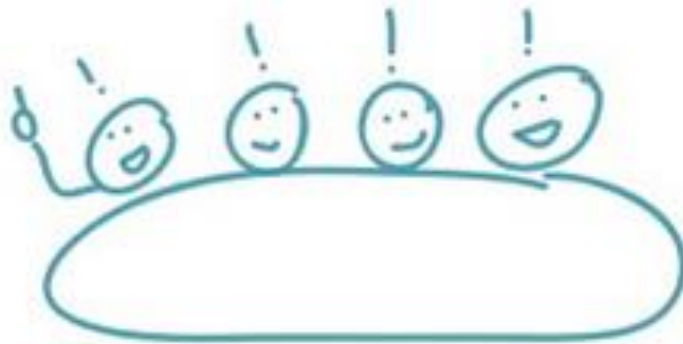
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**¿Cómo definir un modelo de negocio
sin caer en el **blah blah blah**?**

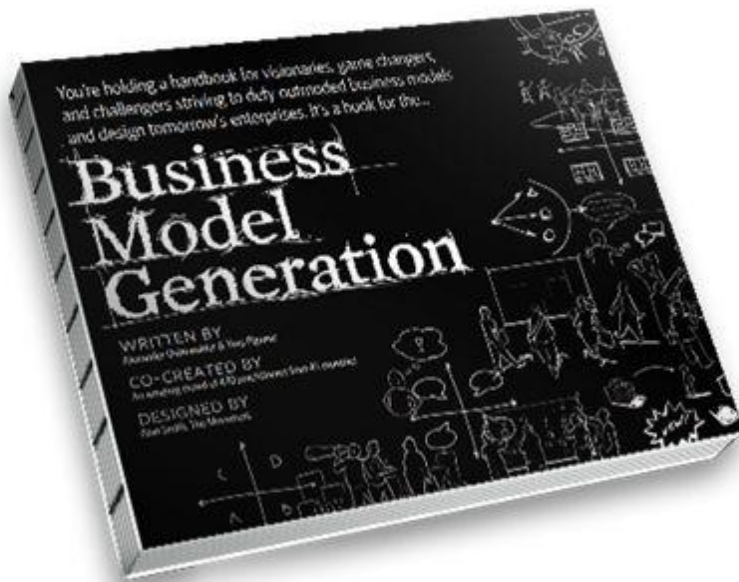


Mediante el Business Model
CANVAS

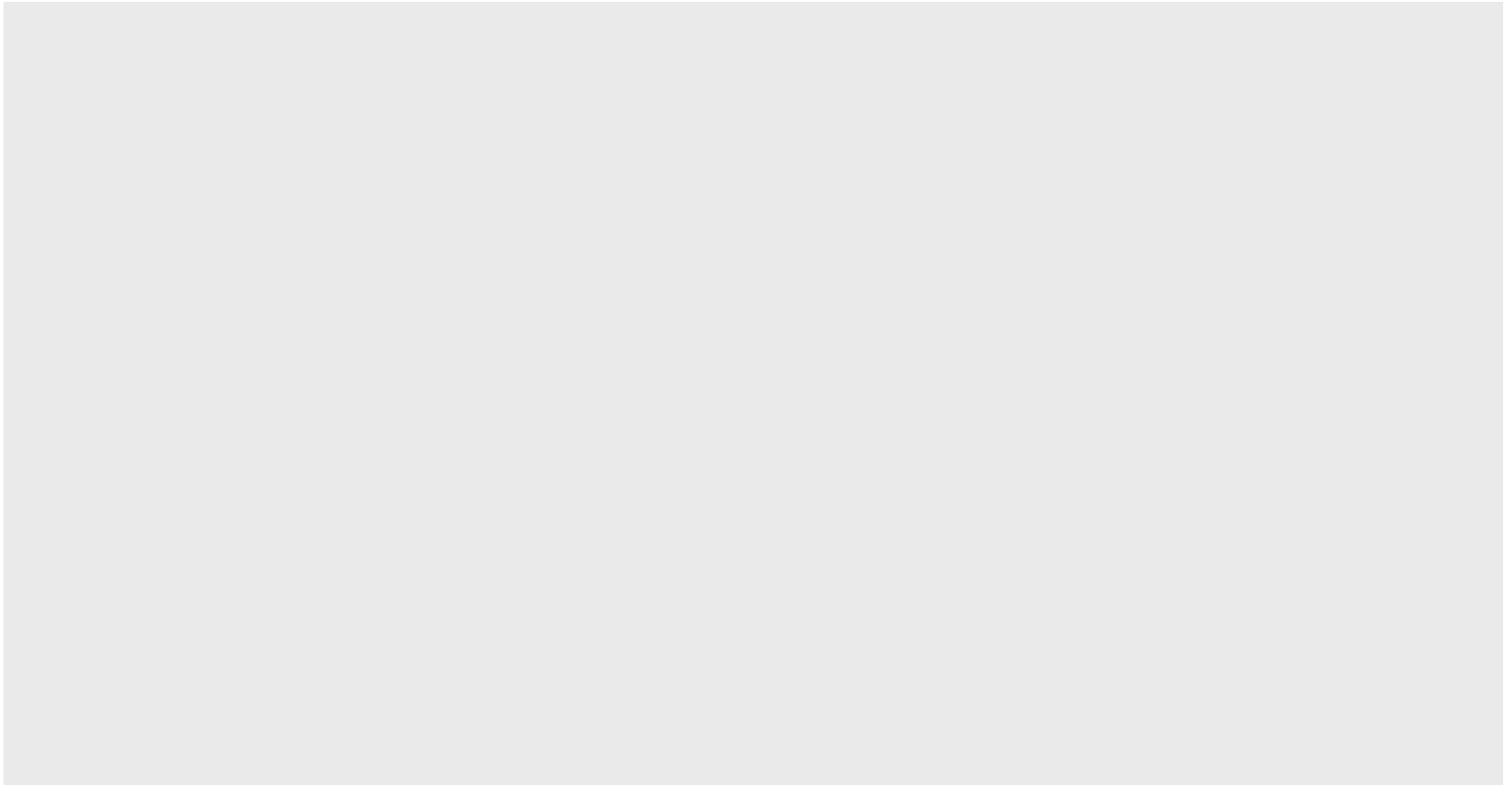




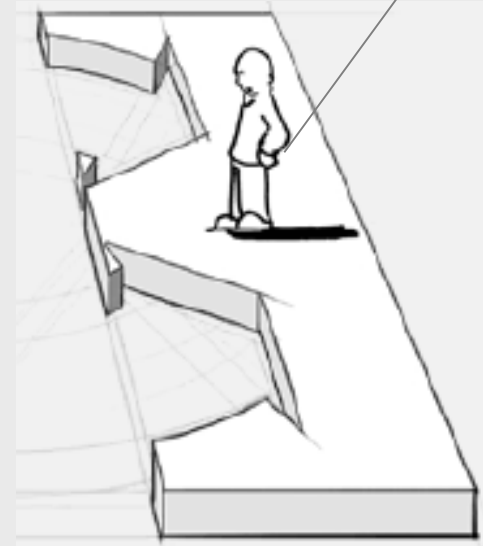
Alex Osterwalder



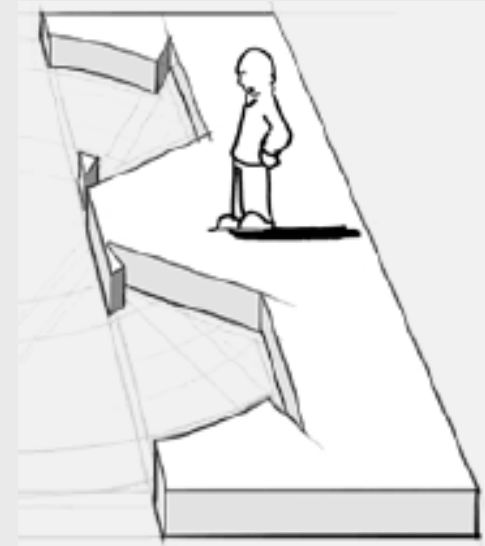
Todo modelo de negocio, bien sea de una empresa, una ONG, una fundación, un gobierno, de cualquier organización, se puede definir mediante 9 bloques básicos

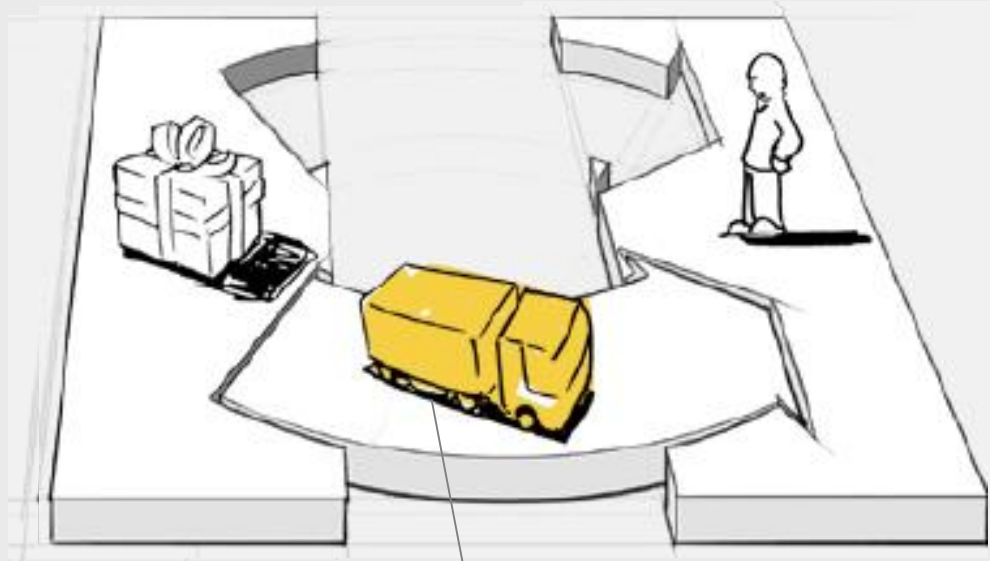


Segmentos de mercado



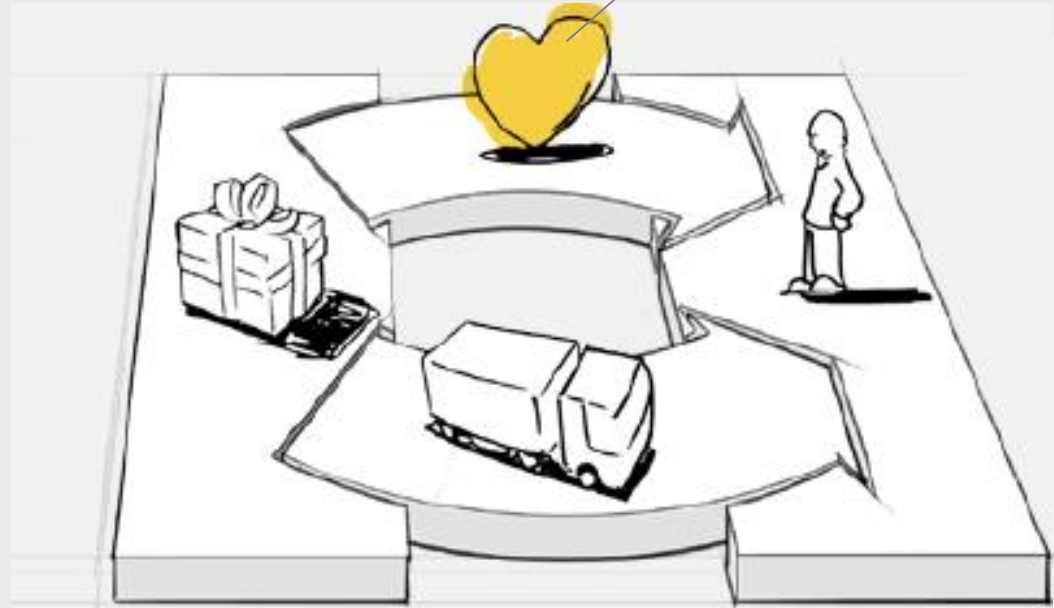
Propuesta de valor

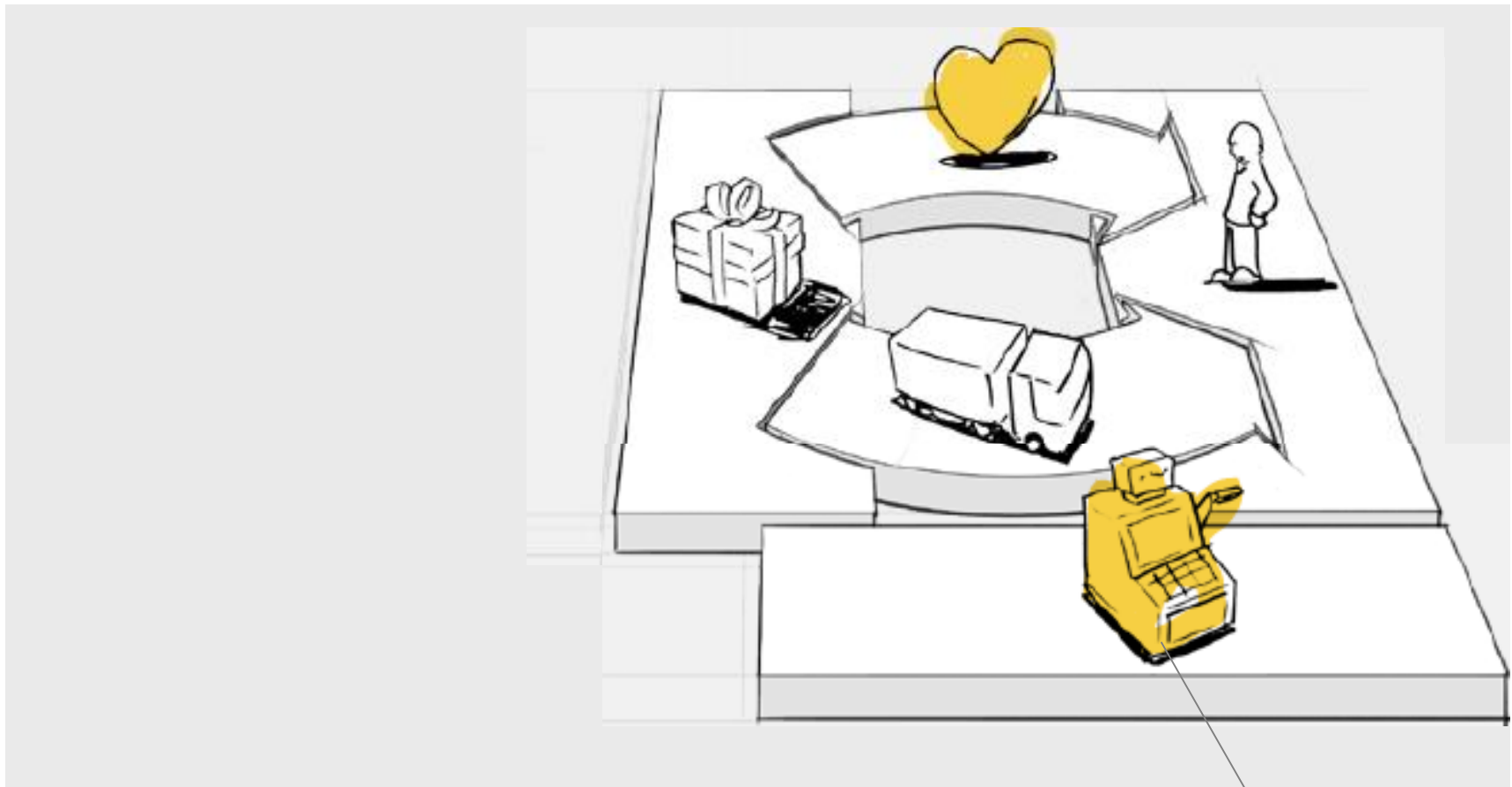




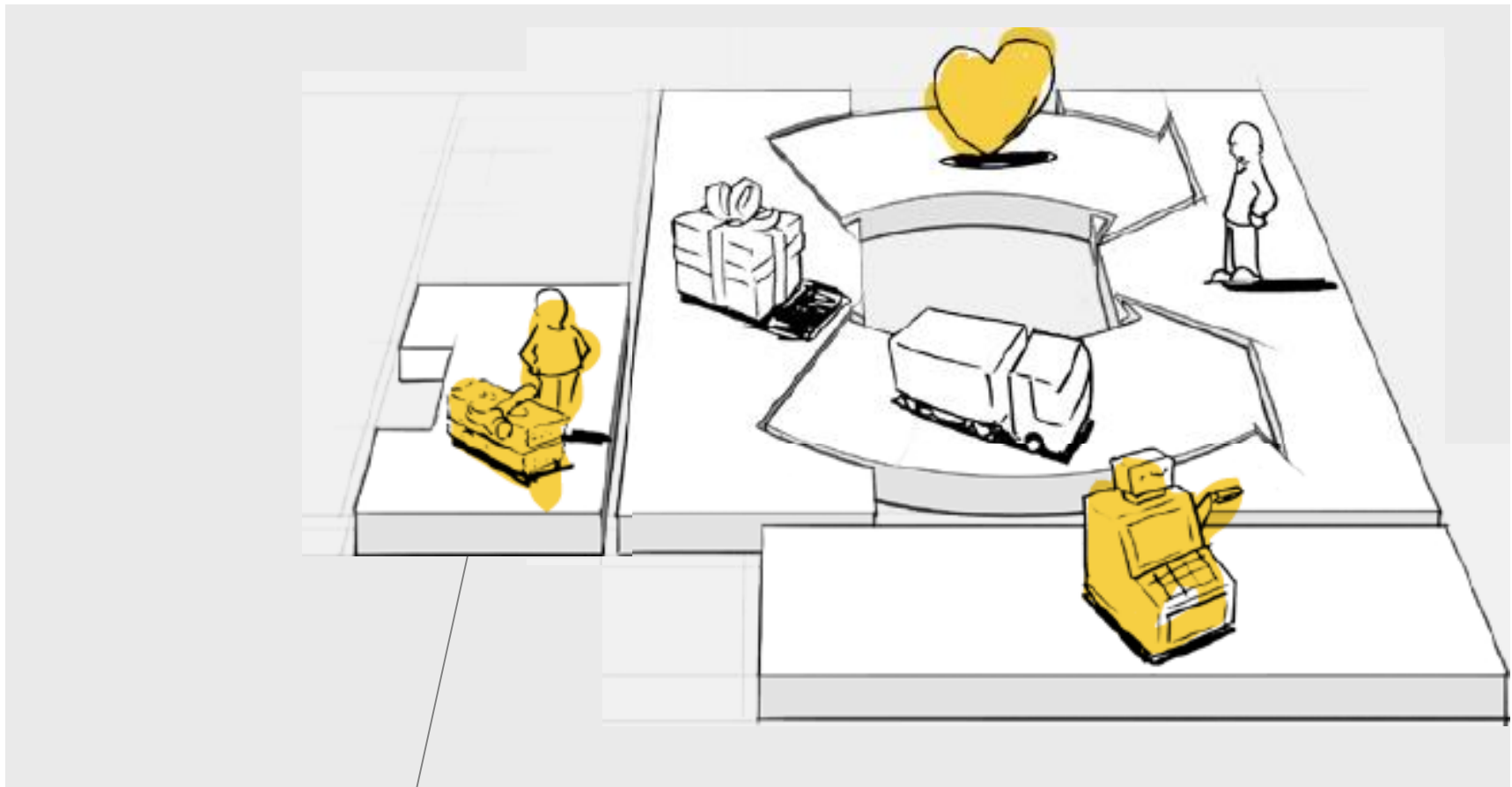
Canales

Relaciones



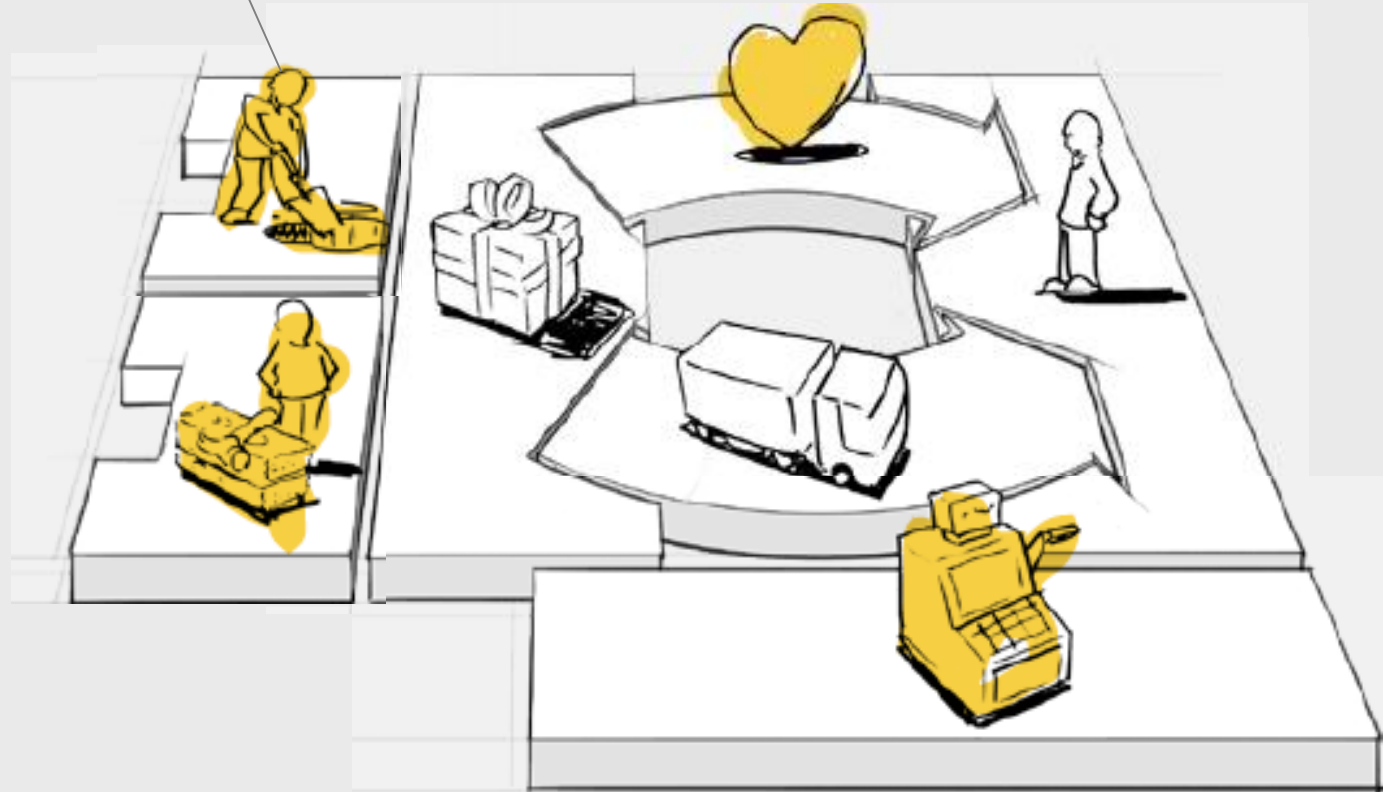


Flujos de ingresos

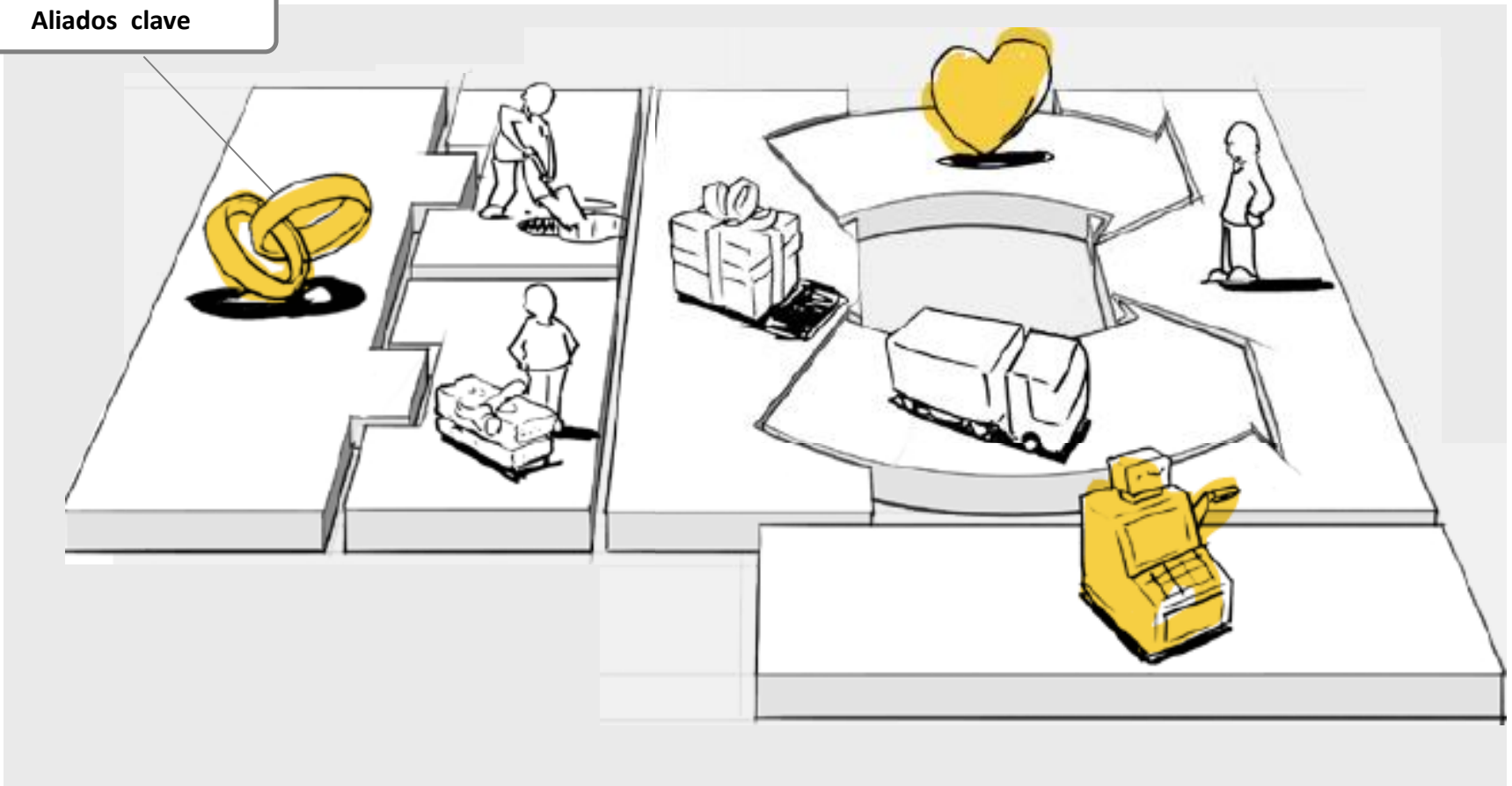


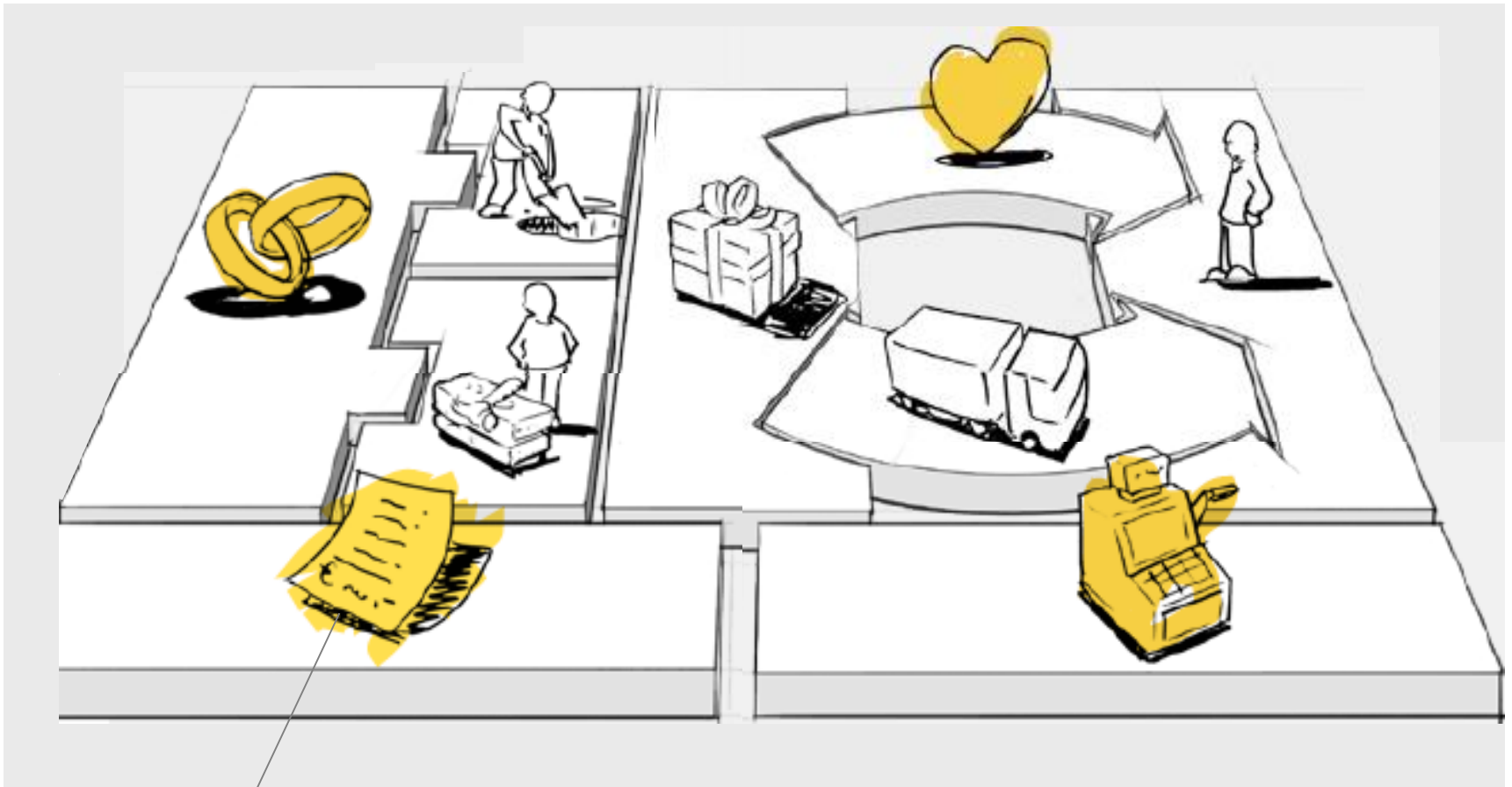
Recursos clave

Actividades clave

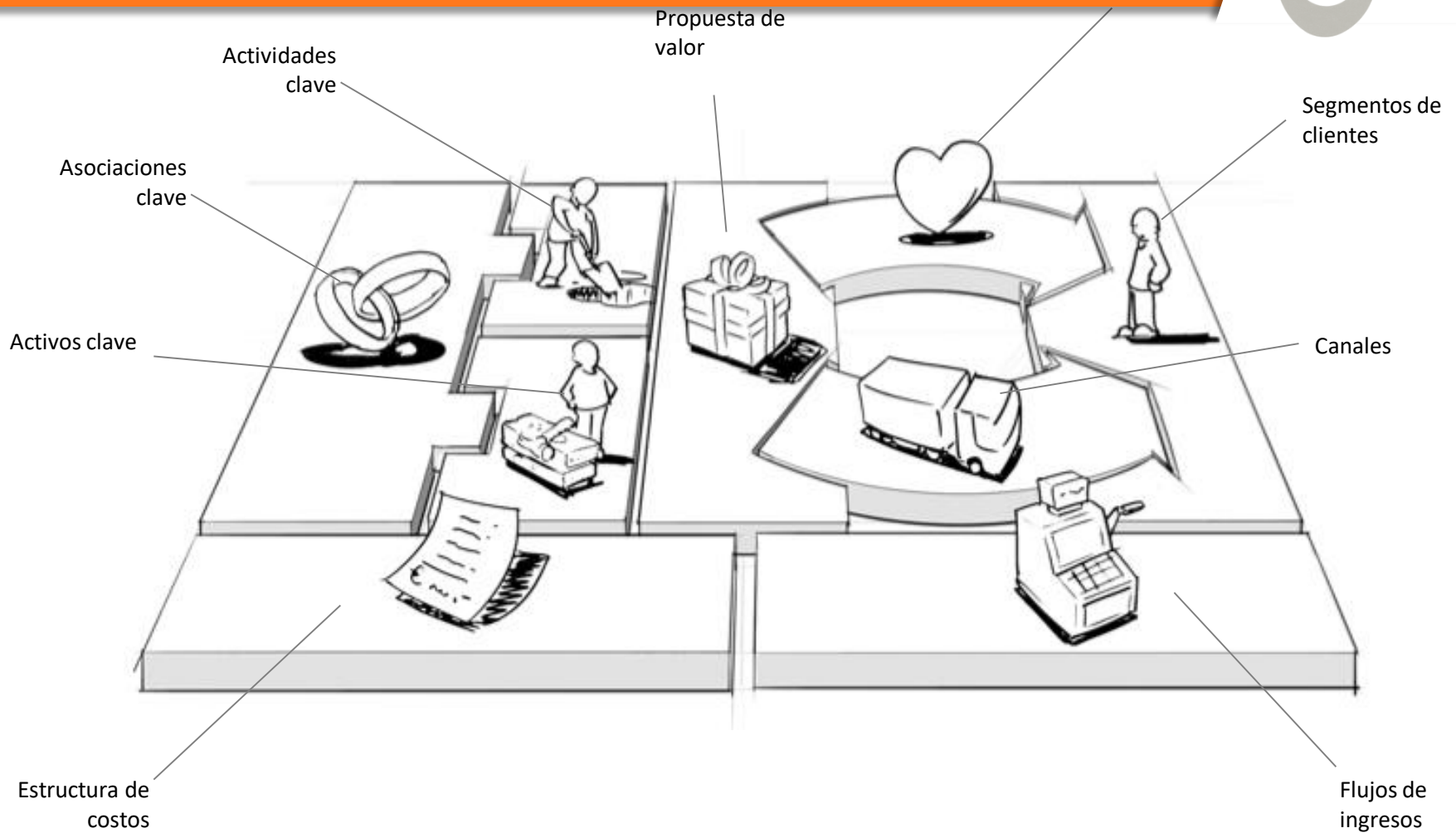


Aliados clave





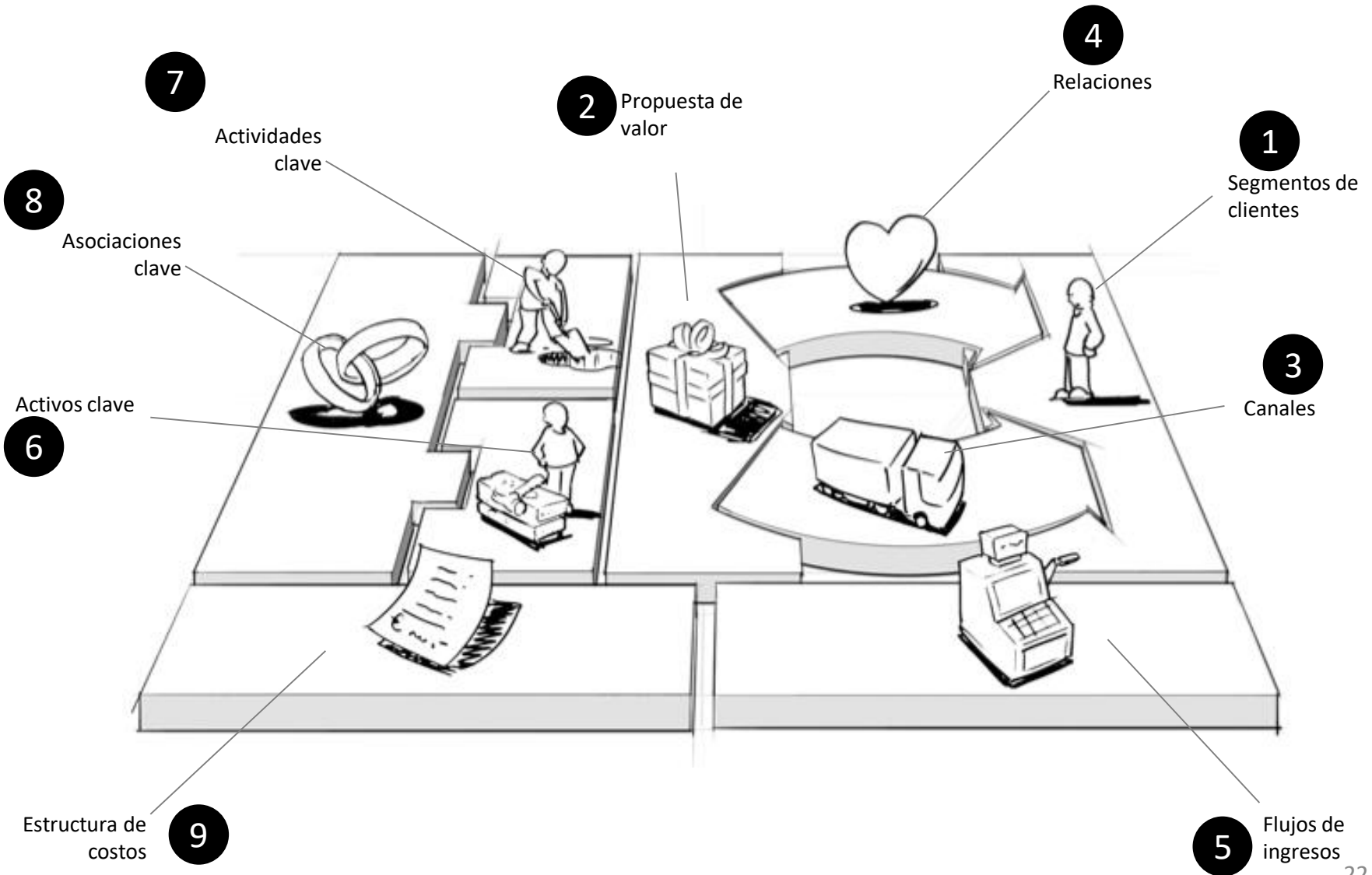
Estructura de costos

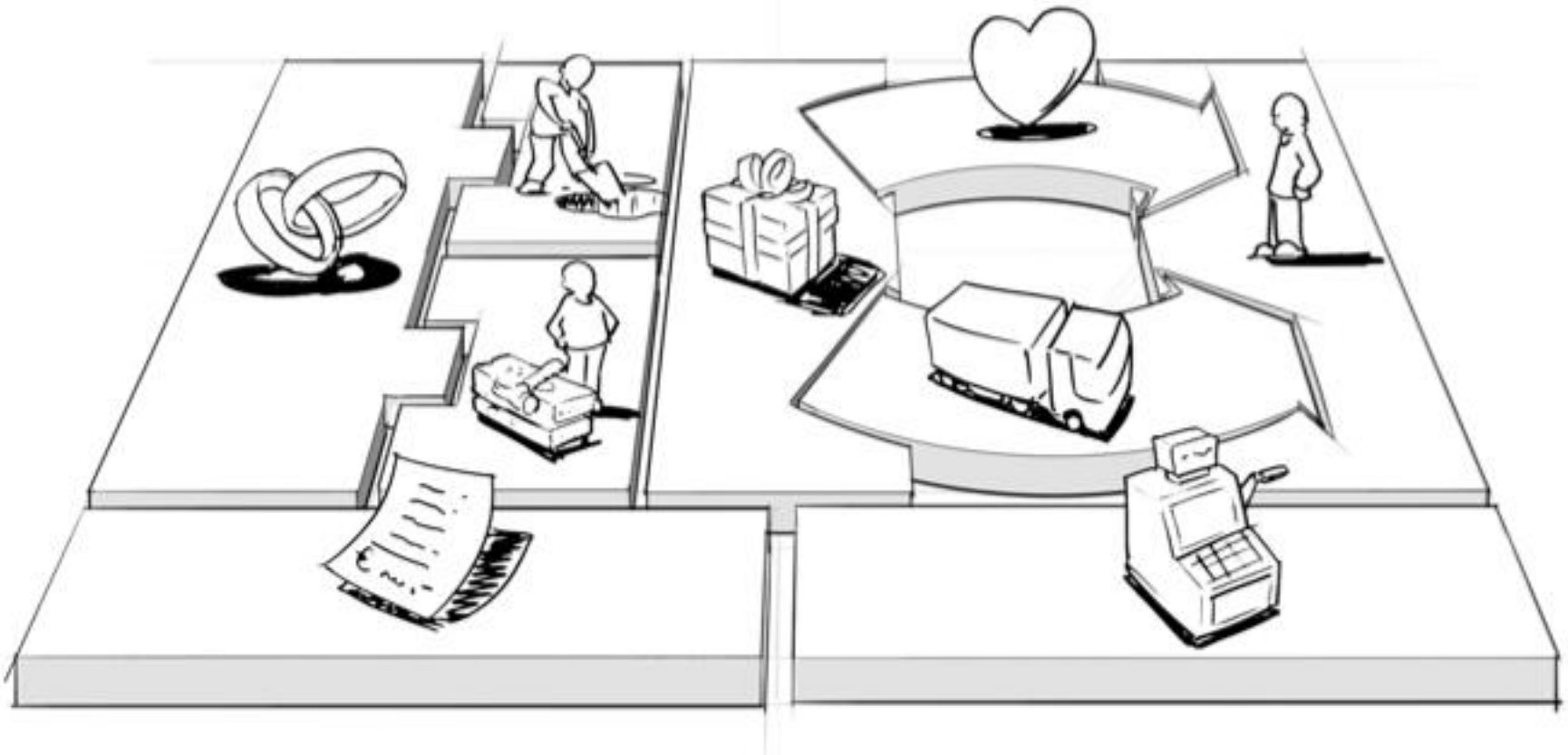


CANYVAS

Descripción de la herramienta

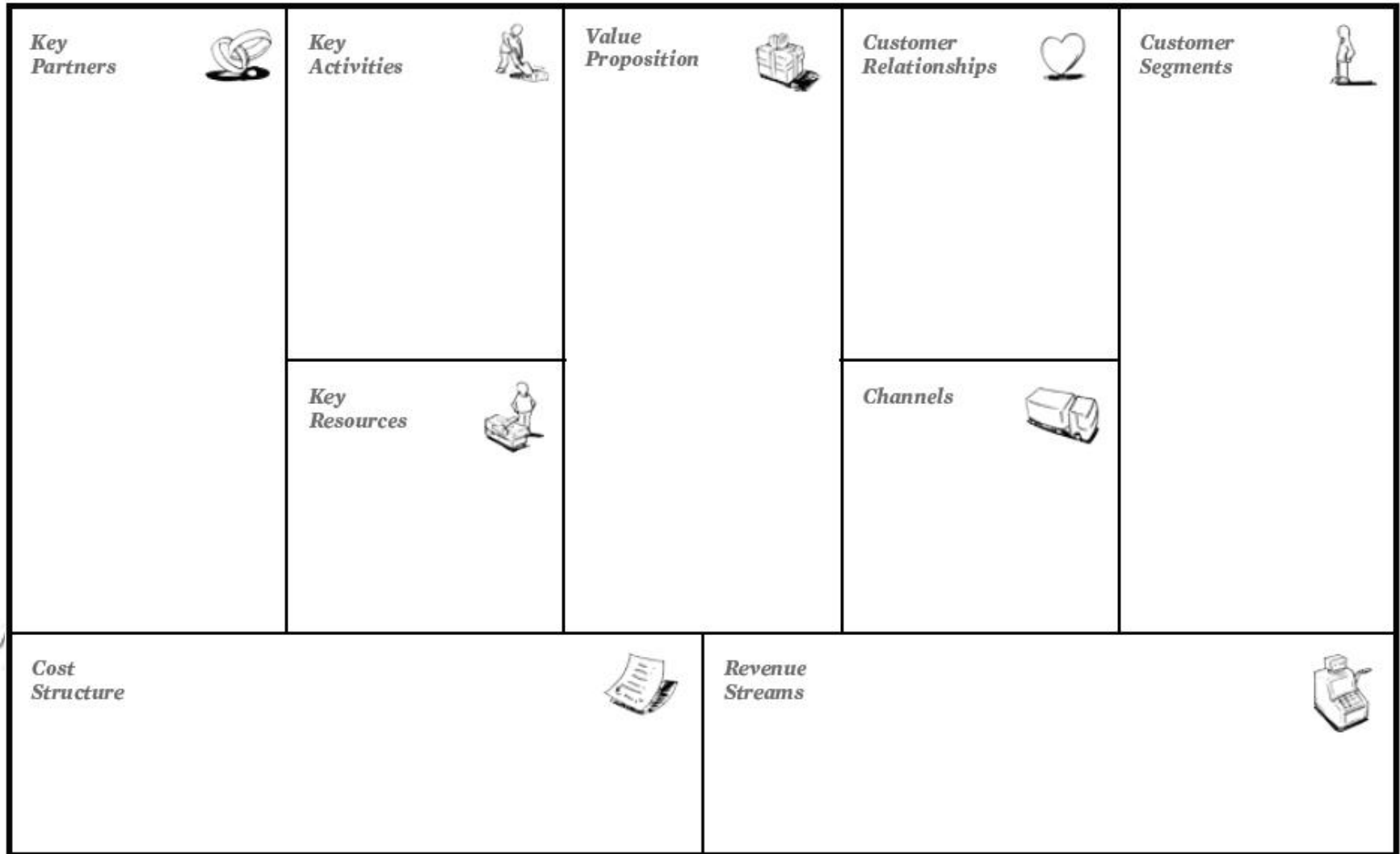
9 Bloques





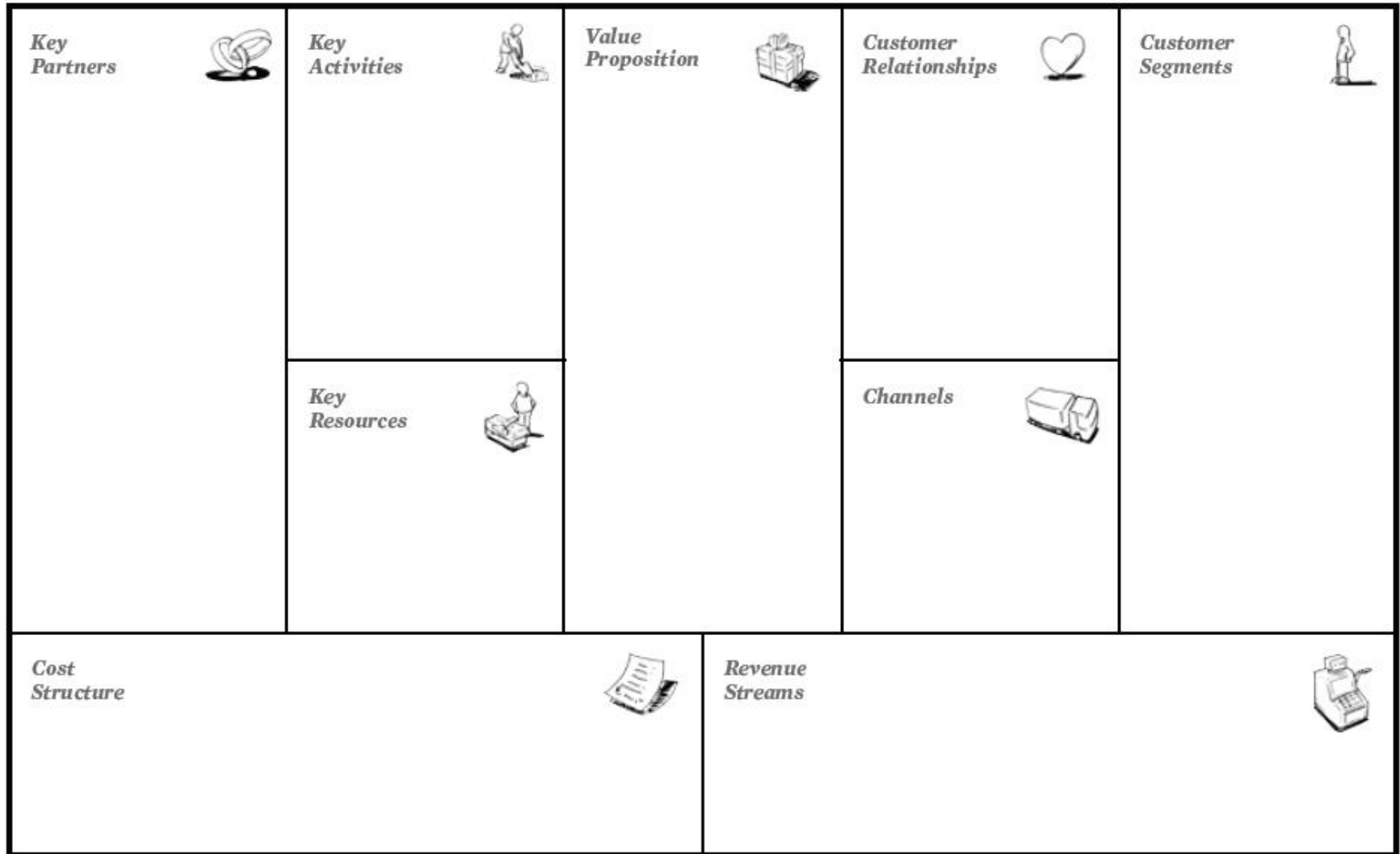
CANYVAS

Descripción de la herramienta



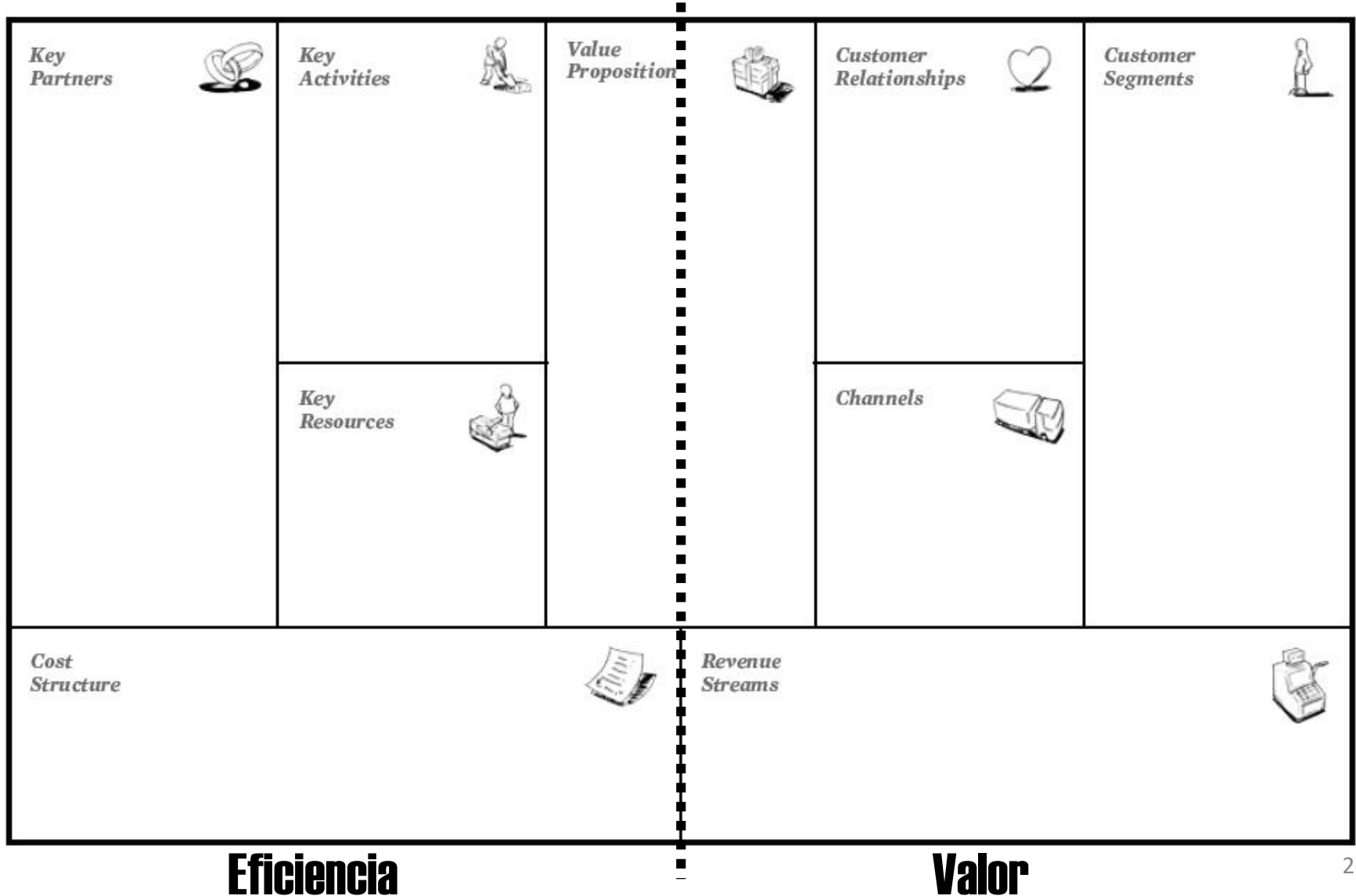
CANYVAS

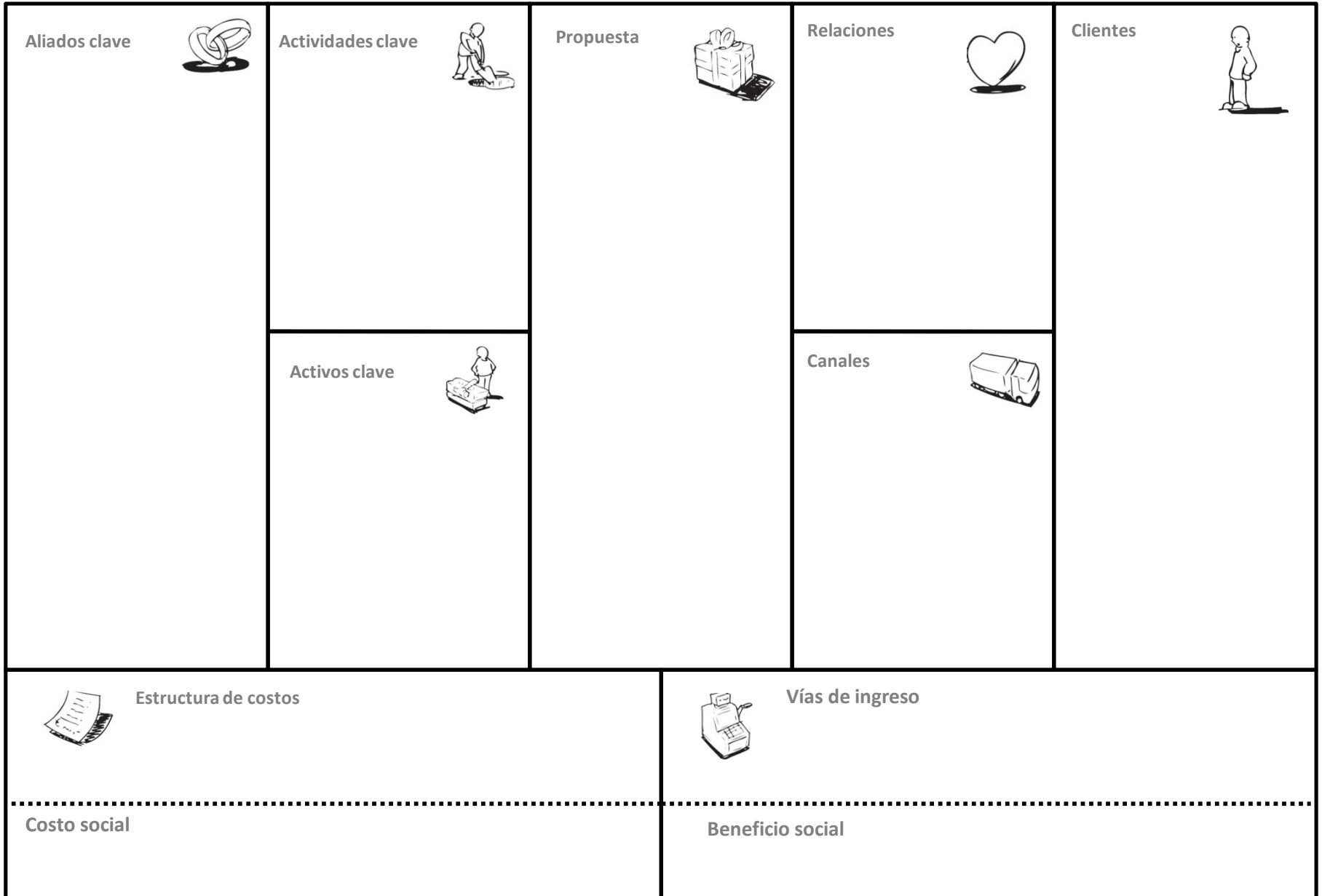
Descripción de la herramienta



CANYVAS

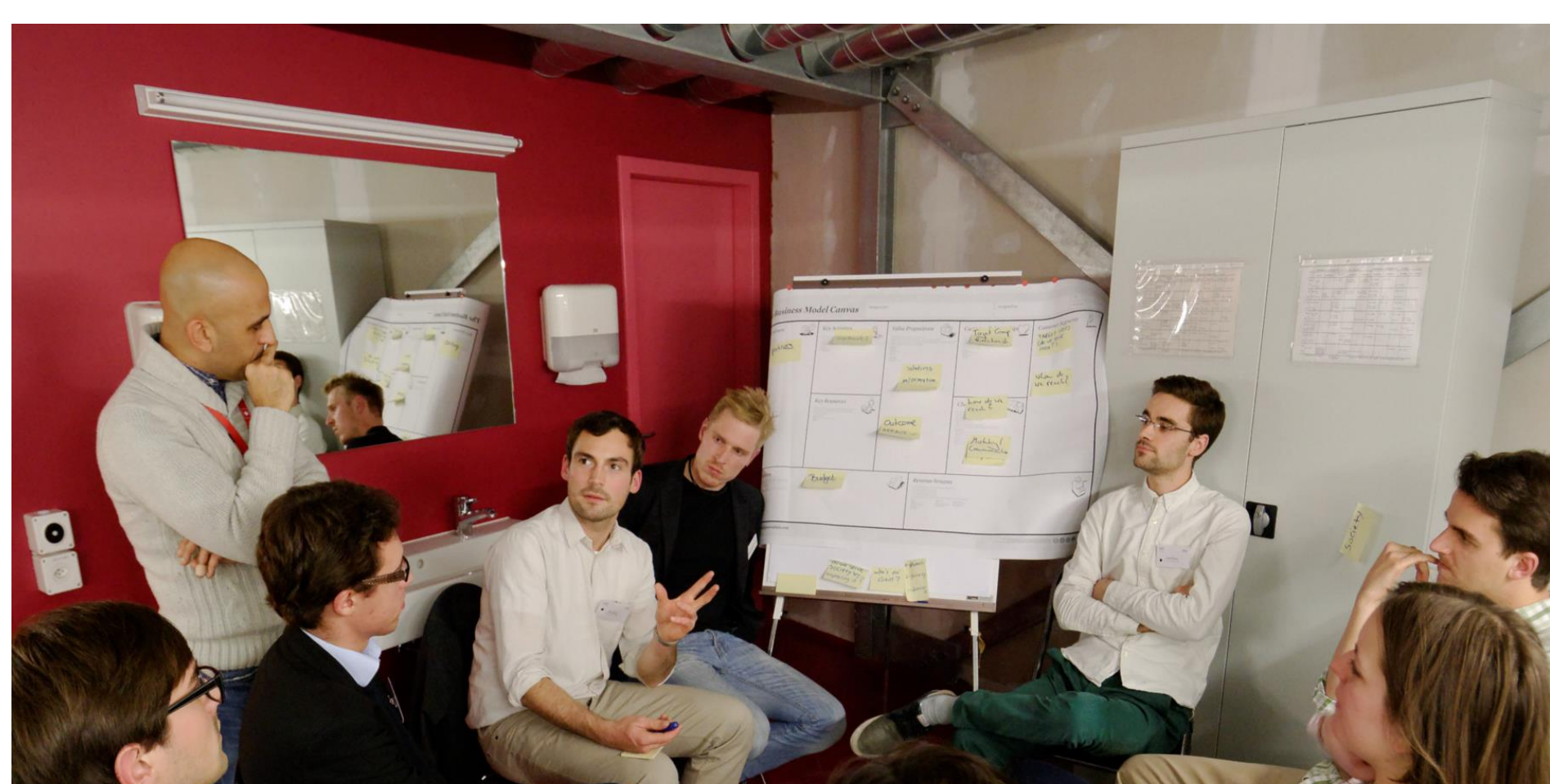
Descripción de la herramienta





De batallar por “productos”, a batallar por “modelos de negocio”





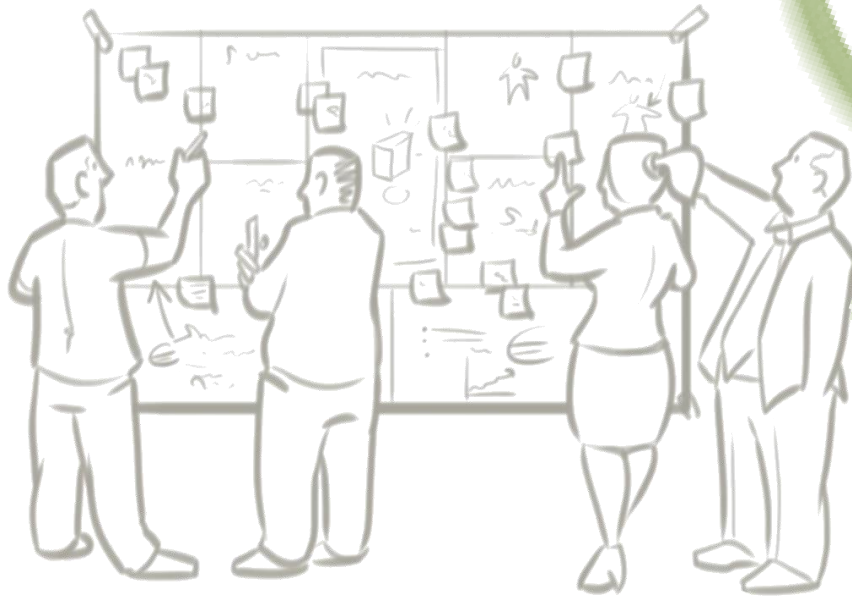
Cada vez son más los empresarios y gerentes, en todo el mundo, que ponen la lupa en sus modelos de negocio, y para esto emplean la herramienta CANVAS



Qué es el CANVAS



Un lenguaje común para describir, visualizar, probar y cambiar modelos de negocio.



El Canvas, es la herramienta de análisis, que se ha convertido en la preferida por las empresas, para plantear sus planes de acción estratégicos

Quién usa el CANVAS



Microsoft



3M



FUJITSU



ERNST & YOUNG



Deloitte.



Humana.



ERICSSON



ORACLE

XEROX



Alcatel-Lucent



Capgemini
CONSULTING. TECHNOLOGY. OUTSOURCING



intuit.



Qué es un modelo de negocio



“Es la descripción de la lógica empleada por una organización para crear, entregar y capturar valor”

Osterwalder y Pigneur (2010)



CANVAS

Descripción de la herramienta

9 Bloques

Propuesta de valor


Es la **promesa** de tu producto ó servicio. Va más allá de las características y funcionalidades. Es lo que realmente vendes



Fuente: Osterwalder y Pigneur (2010)

13

RodríguezAramis



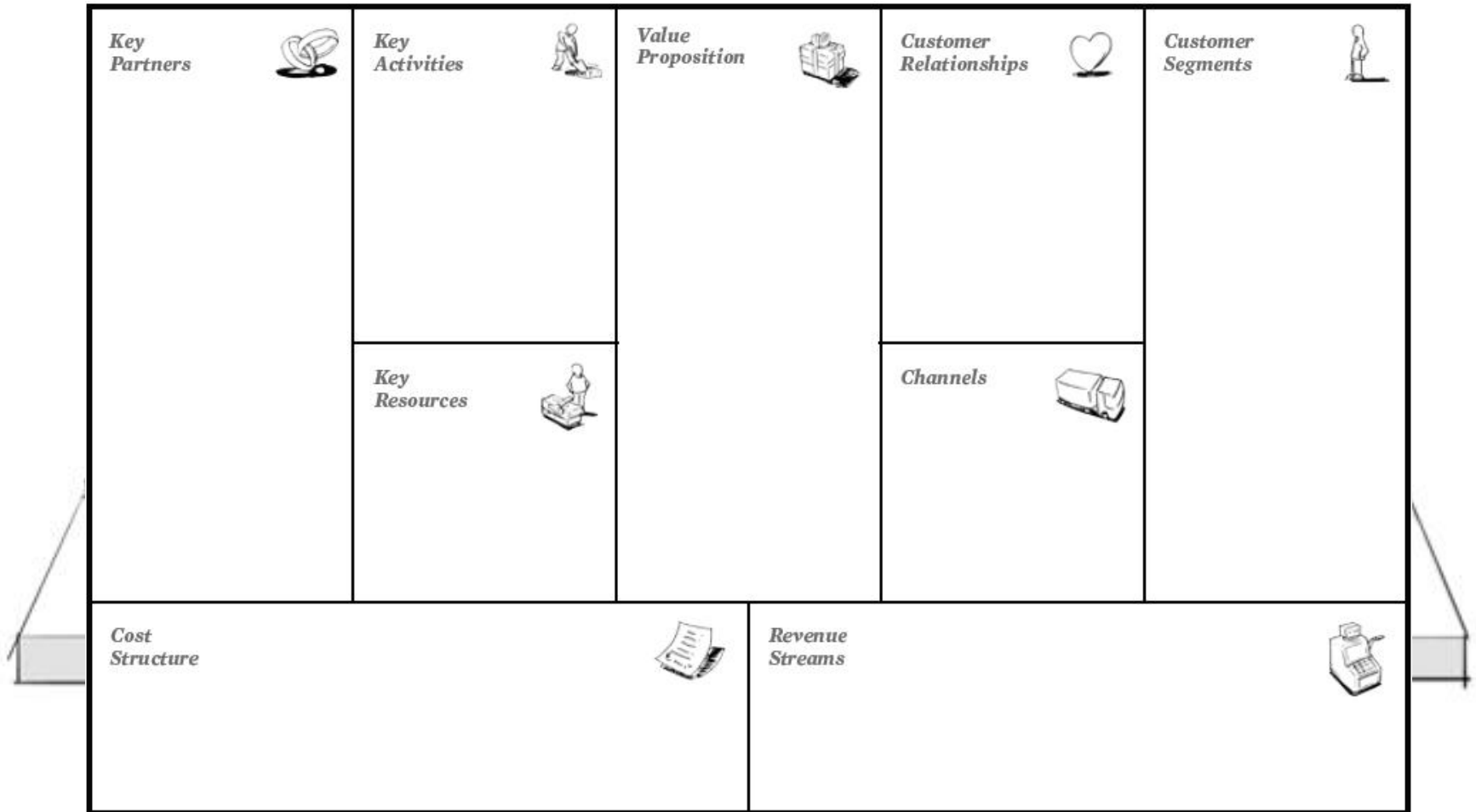
2:43 / 24:43



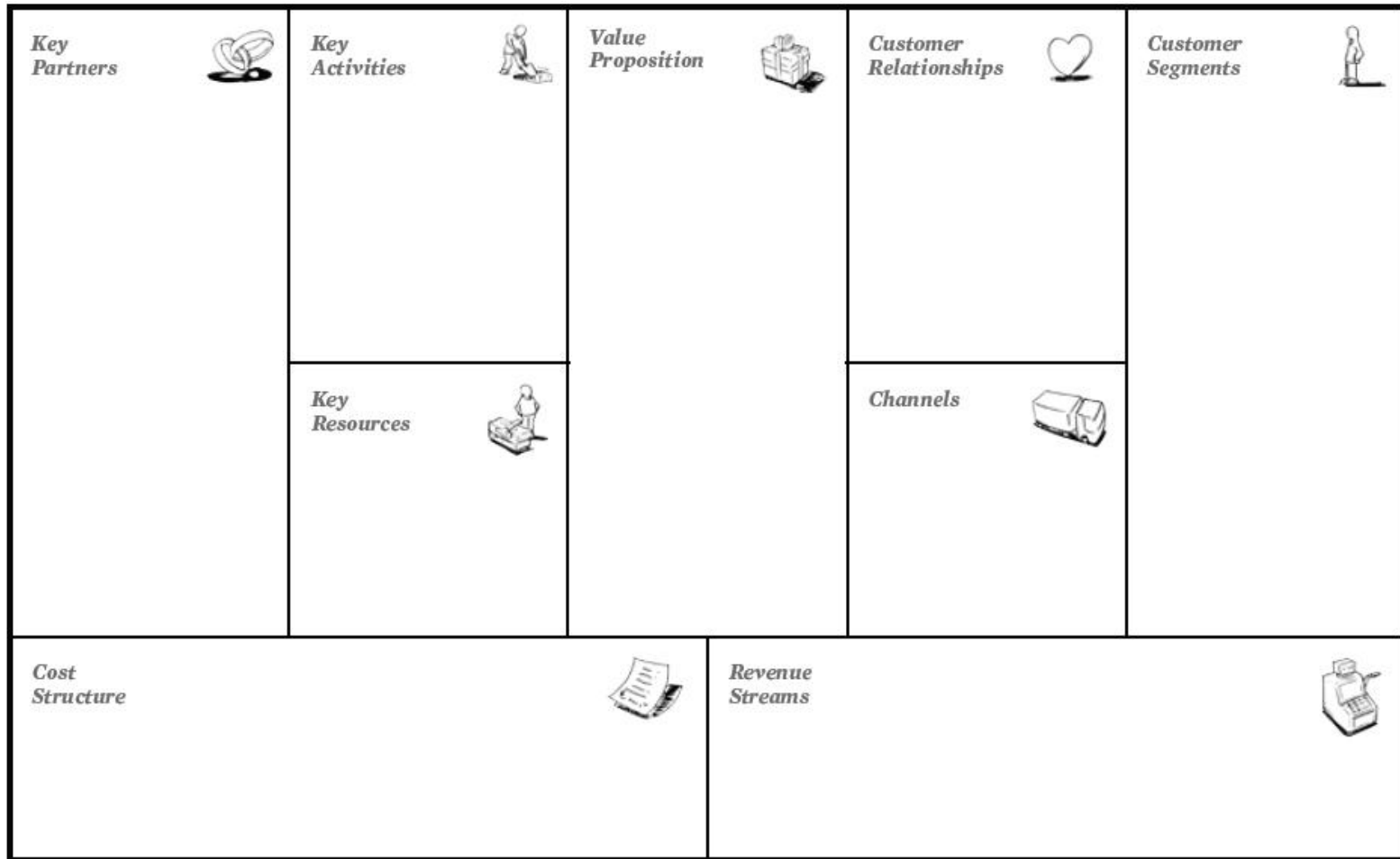
Analytics

Gestor de vídeos

Modelo **CANVAS**

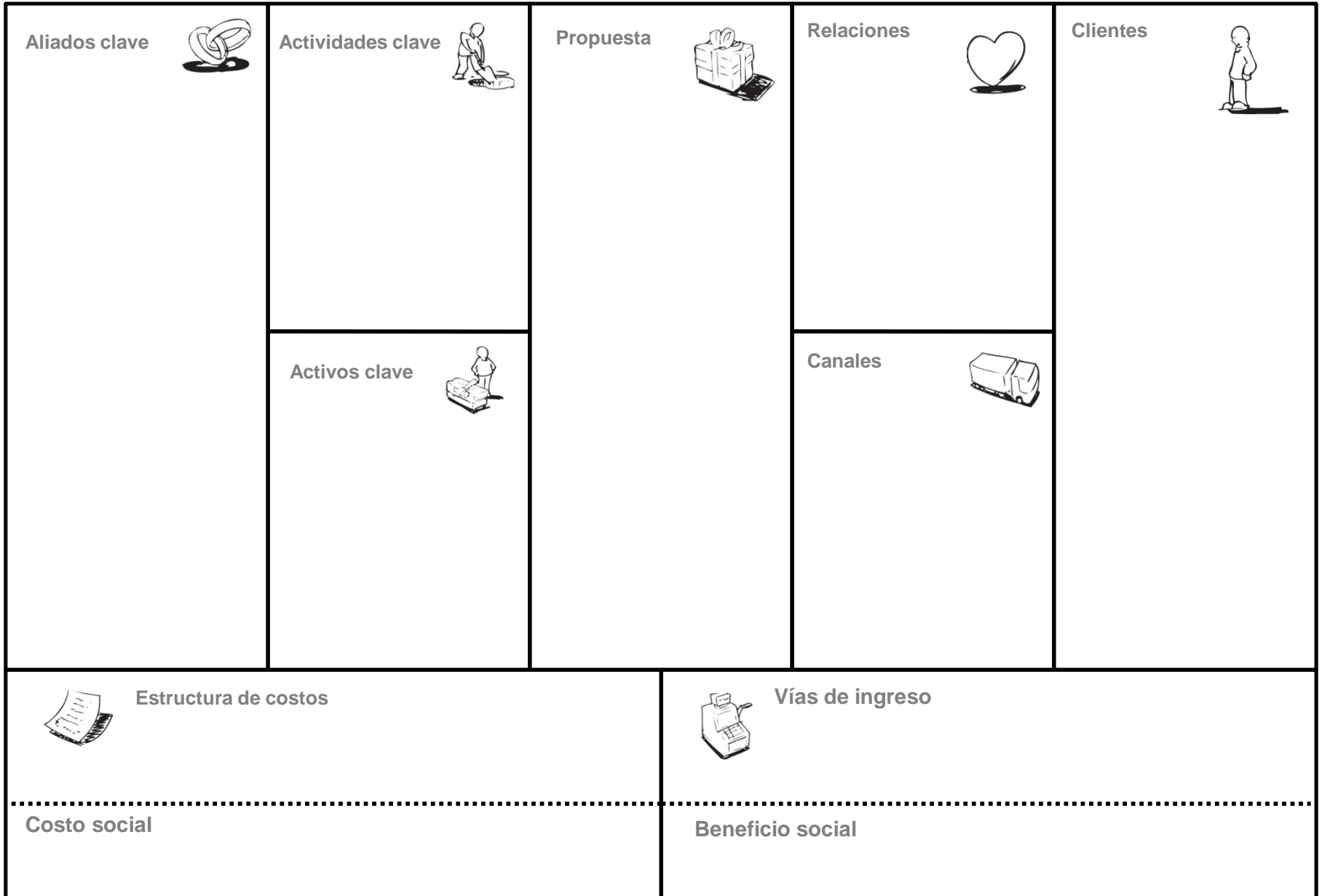


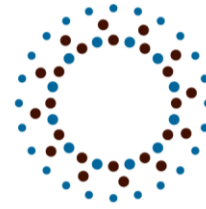
Modelo **CANVAS**



Eficiencia

Valor





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Veamos modelos sociales

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For every Baby Teresa
outfit you buy
we'll donate one
to a baby in need



baby teresa
buy once, give twice



baby teresa
buy once, give twice

0 items
\$0.00

CART

LOGIN

Home

Buy

About Us

Donation sites

FAQ

Blog

Search Store



The Rompers

STARTING AT
\$29.95

For each romper you buy, we donate another to a baby in need.

SHOP BY CATEGORY





baby teresa
buy once, give twice

0 items
\$0.00

CART

LOGIN

Home

Buy

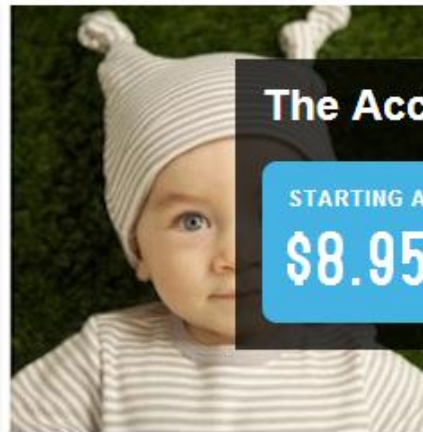
About Us

Donation sites

FAQ

Blog

Search Store



The Accessories

STARTING AT
\$8.95

For each accessory you buy, we donate formula to a baby in need.



OUR STORY

LET'S SHOP

2009



Sammie Appleyard y Kirsty Dunphey

TODO EMPEZÓ CON UN "MONITO PARA BEBÉS"

La misión de la Baby Teresa es aliviar una de las preocupaciones que los cuidadores pueden tener con los más pequeños y apoyarlos al proporcionarles nueva ropa. Para algunas madres, este es el primer artículo nuevo que han podido poner a sus hijos, además, muchos orfanatos que hemos visitado, literalmente, se quedan sin ropa.





ABOVE: From left, Megan Hampton and her son Gavier, of Launceston, and Bec Adamczewski and her son Roman, of South Hobart.

Benevolent babies

ENTREPRENEURS Kirsty Dunphey and Sammie Appleyard have joined forces and started a baby clothing range called Baby Teresa.

The launch was marked last Tuesday at Funky Homes in Liverpool St.

For every outfit sold, they aim to donate one outfit to a baby in need. The program got off to a flying start with 100 outfits donated to the Benevolent Society.



ABOVE: From left, Maddie Bowerman and her son Tate, of West Hobart, and Jo Robertson and her daughter Sophie, of Moonah.

LEFT: Genevieve Valentine and her daughter Ruth, of Sandy Bay.

2015

A finales de 2015, Baby Teresa había donado a más de 20 países y tenía cobertura de prensa tanto a nivel local, como a nivel nacional e internacional de Australia.



ABOVE: From left, Megan Hampton and her son Xavier, of Launceston, and Bec Adamczewski and her son Roman, of South Hobart.

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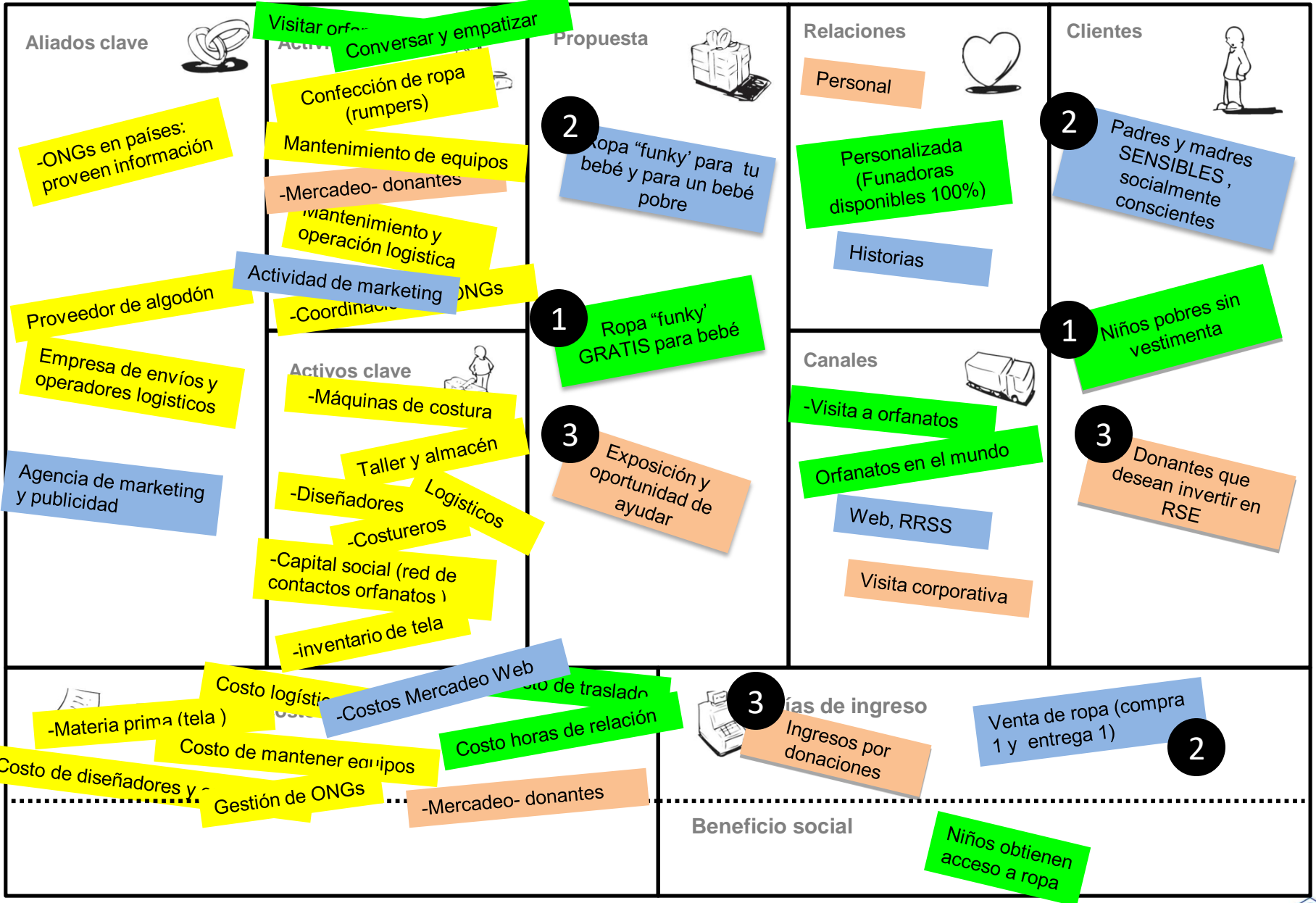


ABOVE: From left, Maddie Bowerman and her son Tate, of West Hobart, and Jo Robertson and her daughter Sophie, of Moonah.

LEFT: Genevieve Valentine and her daughter Ruth, of Sandy Bay.



Modelo de negocios





GET INVOLVED

Baby Teresa donates, one for one, for each all in one baby outfit purchased, another is donated to a baby in need somewhere in the world. We do this in a number of ways, and if you're heading to an area where you're sure they could benefit from the charitable Baby Teresa donations then we'd love to hear your plans.

A simple application process allows us to ensure the donations are heading off in the right direction and you get to be part of something really special... Nothing beats the smile of thanks.



DONATION SITES

Our donations have taken us to over 20 countries worldwide, from Peru to Indonesia, Australia to France and Uganda to Egypt to name a few. Here you find just a few of the places either we have personally been to or baby teresa volunteers have graciously been and a selection of photos from those travels.

Clicking on each one will take you to the write up for more information, so grab yourself a coffee and read about the wonderful adventures we have been able to have because of people like you.

[DONATION SITES](#)



- All
- Africa
- Asia
- Australia
- Europe
- North America
- South America



AITUTAKI
Australia



MANILA
Asia



VIETNAM
Asia



VIETNAM
Asia



CAMBODIA
Asia



NEW YORK
North America



ECUADOR
South America



IRELAND
Europe

ECUADOR



ECUADOR

Ben West was lucky enough to travel around South America. He kindly did a donation to an orphanage in Ecuador. A huge "thank you" to Ben from all of us here at Baby Teresa HQ, you are a star! Here is what Ben had to say.

"I was lucky enough to be exploring South America and prior to leaving I was given the opportunity by Baby Teresa to bring with me their outfits to donate to an orphanage in Ecuador. Quito, the capital of Ecuador has a large population of underprivileged and abandoned children due to its underemployment rate of 43.8%. (census 2001). The poverty in this town is hard to miss as beggars frequently approach tourists, many holding infants or young children.

My friend Victor, a dutch medical student who speaks far better spanish than I offered to help me to find a suitable orphanage. After two hours of fruitless searching on the internet for an address we decided to just walk into a church and ask. Four churches later we were on the way to an orphanage call "San Vincent de Paul". Located in a poor neighbourhood one hour out of the city centre San Vincent de Paul is currently home to 65 infants aged 2 months to two years.

Initially we were greeted with some suspicion by the head nun at the orphanage but after we showed her the Baby Teresa outfits and managed to explain why we were visiting she was quite happy to show us around. Each bedroom held about twenty cots, infants and small children were everywhere. I saw six very hardworking volunteers feeding, changing and playing with infants and trying to maintain the peace.

The play area had few toys which the children were all sharing. An excited volunteer offered to dress some of the children in their new clothes for some photos. The other children crowded around wanting to be part of the action. After a few photos we left the workers alone who were busily dressing the infants in their new clothes.

It was a great experience to deliver this donation to such a worthy place. I found it immensely rewarding when I left to see a room full of little green and orange "tiggers" sporting their new jump suits."

HOW IT WORKS



If you purchase any baby grow another is donated to a baby in need. Purchase any other item and a portion of the sale goes towards formula and helping mothers and babies across the world.

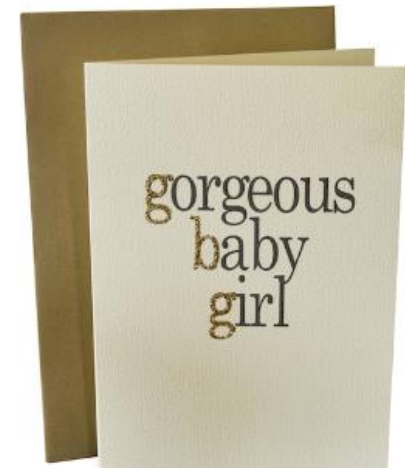


Beautifully packaged, have your present wrapped and a tag handwritten as if direct from you. Keep track of your gift with direct emails from Aus Post so you will always know where it is.



TOGETHER WE MAKE A DIFFERENCE
With each purchase we operate a tag system that shows you the impact your purchase has had and where.

[Find out more here>>](#)





baby teresa
buy once, give twice

[HOME](#)

[BABY TERESA COLLECTION](#)

[GIFT BUNDLES](#)

[HANDMADE GIFTS](#)

[WHO WE ARE](#) ▾

[STOCKISTS](#) ▾



BASHFUL BUNNY SOOTHER

\$29.95



COOL ITS

\$4.95



DREAM CLOUD NIGHT LIGHT

\$24.95



baby teresa
buy once, give twice

HOME BABY TERESA COLLECTION GIFT BUNDLES HANDMADE GIFTS WHO WE ARE ▾ STOCKISTS ▾ 🔍



BUNNY EAR TEETHING RINGS

\$15.95



MANDARIN AND MAY CHANG SOAP AND HAND CREAM

\$8.95 - \$15.95



BLACK RASPBERRY AND VANILLA SOAP AND HAND CREAM

\$8.95 - \$15.95



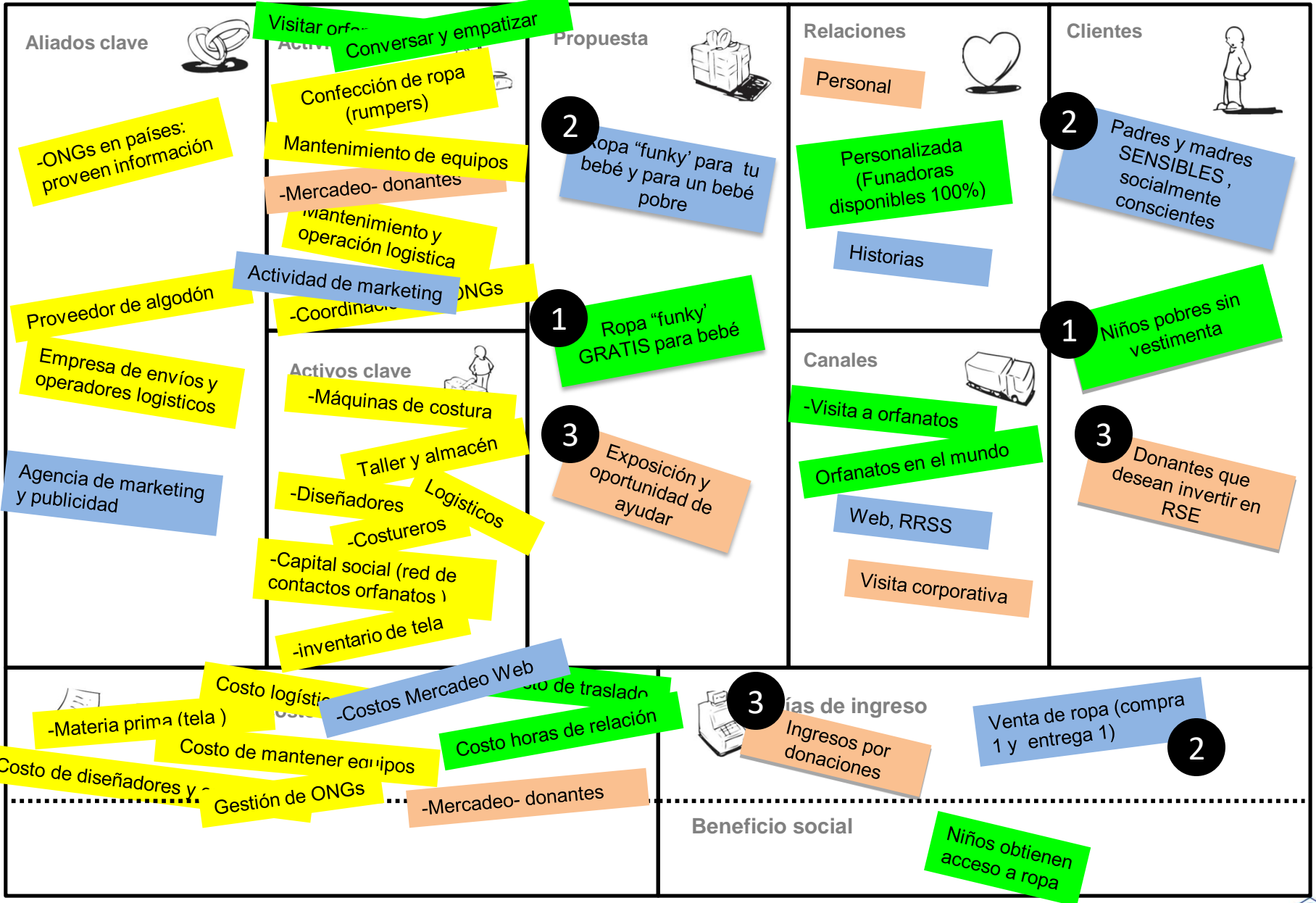
...Y CONTINUÓ CON FÓRMULAS Y EMPODERANDO A LAS MADRES

Carrie Hesketh ha sido embajadora de Baby Teresa y ha sido voluntaria en Vietnam en orfanatos durante muchos años. Ella advirtió que los niños con los que interactúa viven alrededor de **25 centavos por día**. Están desnutridos, no tienen acceso a la leche materna y la fórmula que se les da es diluida.

Ahora también donamos el 25% de nuestras ganancias a organizaciones benéficas que empoderan a las mujeres durante el embarazo, el parto y la paternidad. Dondequiera que estén en el mundo. Las organizaciones benéficas son elegidas según la temporada y si hay una organización benéfica que te apasiona especialmente, nos encantaría conocerla.

Envíanos una línea a donations@babyteresa.com.au y cuéntanos todo sobre esto.

Modelo de negocios



“buy-one give-one” model



[HOME](#) [BABY TERESA COLLECTION](#) [GREETING CARDS](#) [WHO WE ARE](#) [MY ACCOUNT](#) [WHOLESALE](#) 



“buy-one give-one” model

