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|   | DESCRIPCIÓN BIBLIOGRÁFICA DEL TRABAJO FIN DE ESTUDIOS IKASKETEN AMAIERAKO LANARI BURUZKO BIBLIOGRAFIAREN DESKTRIBAPENA | PC 934 ANX1 |
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| Campos OBLIGATORIOS / NAHITAEZ bete beharreko eremuak | |
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| AÑO / URTEA (20xx): [2018] | Trabajo Fin de Grado (TFG) / Gradu Amaierako Lana (GAL) <input type="checkbox"/> Trabajo Fin de Máster (TFM) / Master Amaierako Lana (MAL) <input checked="" type="checkbox"/> |
| Título del TFG/TFM / GAL/MALaren izenburua: [Venture creation based on the Business model Canvas] | |
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| Inglés Ingelesa | Abstract (Resumen de 100-250 palabras) / Abstract (Laburpena 100-250 hitzetan) |
| | <p>Development of a start up from the single idea of a product that can improve the care of the customer's dental health based on the Business Model Canvas.</p> <p>Along the project every point reflected in the Business model Canvas is developed, including key partners, key activities, key resources, value proposition, customer relationship, channels, customer segmentation, cost structure and revenue streams.</p> <p>The company's name is Diente+, and the product developed is an item capable of analyze the customer's dental health and providing a diagnostic. In the thesis is proved that there is lack of dental care in China so that this product can fulfill Chinese people necessities in a successful way.</p> <p>Of course the economic viability is also studied, and it is proved that this project could be implemented.]</p> |
| | Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5) |
| | Business model Canvas, dental health, customer, market.] |

| Campos OPTATIVOS / AUKERAKO eremuak | |
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| Castellano Gaztelania | Abstract (Resumen de 100-250 palabras) / Abstract (Laburpena 100-250 hitzetan) |
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| Euskera Euskara | Abstract (Resumen de 100-250 palabras) // Abstract (Laburpena 100-250 hitzetan) |
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| Otro Idioma Beste hizk. bat | Abstract (Resumen de 100-250 palabras) / / Abstract (Laburpena 100-250 hitzetan) |
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| | Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5) |
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