

Workshop: Business Model Creation, Development and Implementation

Over two half days, delegates will be able to build and evolve a strong business model, fit to compete in today's – and tomorrow's – markets. The workshop covers identification of possible threats, rich opportunities, and shows how to find and fill gaps in knowledge, skills and competences. Making full use of the acclaimed methodology introduced in the bestselling book Business Model Generation from Strategyzer AG, the workshop also introduces new business modelling elements to reflect the commercialisation requirements of EIC pilot participants.

The EIC Academy offers multiple workshops for small companies funded by the EIC pilot - [see the calendar](#).

Comments from previous workshops...

"truly, an excellent training session"

"highly valuable for me... In a short space of time, I gained the necessary insights and guidance needed to design a robust business model"

"informative, thought-provoking and challenged us to think critically and creatively"

"I have the tools... to go back to my company and lead some working sessions"

"well worth it"

"I gained an understanding of how powerful the business model canvas can be"

22-23 November, Amsterdam

Register

Who should attend?

The workshop is aimed at companies funded by the European Innovation Council (EIC) pilot.. Companies developing their market offer, channels and partners will gain a lot through participation. Attendees will be members of the senior management team who are responsible for fast and sustainable growth throughout their companies and wish to ensure that their business strategy and tactics are the most effective and innovative, and adequately reflect market needs and trends.

Bring your coach!

We highly recommend inviting your coach, to maximize the impact on your business. When business and organisational development are part of the coaching plan, your coach may attend to work with you through these topics. We will issue a separate coaching contract for that.

MORE INFORMATION

ec.europa.eu/easme/sme
[#EU_EIC](#) [@H2020SME](#)

What will you learn?

Delegates will learn techniques to map their current business model and to develop prototypes of improved or new business models, and then test these concepts against market conditions and forces, existing and future. Delegates will be able to develop concepts that are simple, relevant and intuitively understandable, while not oversimplifying the complexities of how enterprises function. Covering the four main areas of the business – customers, offer, infrastructure and financial viability – the business models will usually comprise nine accepted building blocks:

- Customer segments – organisations serve one or several segments
- Value propositions – customer problems are solved, and customer needs are satisfied using value propositions
- Channels – customers receive value propositions through communication, distribution, and sales channels
- Customer relationships – each customer segment has established and maintained customer relationships
- Revenue streams result from value propositions successfully offered to customers
- Key resources – these are the assets required to offer and deliver all the elements
- Key activities these are the pieces of work required to deliver the resources
- Key partnerships – some activities are outsourced, and some resources are required outside the enterprise, all from key partners
- Cost structure – all these business model elements are calculated to form a cost structure

The workshop combines creativity with a structured approach – the best of both worlds to develop a business model. You will be able to develop a range of business models to fit your existing and future situation, using the Business Model Canvas. You will be able to map one or more business models with competitive differentiation based on your market conditions. Through prototyping, the business model can be assessed to identify opportunities for improvement, and tested to minimise risk and maximise opportunity.

Agenda

Day one 13:00 to 17:30

Delegates are invited to present their own business situation, and their general and specific challenges in respect of human resources, skills and knowledge. Initially, the workshop will concentrate on the “canvas”, working with the nine building blocks to map and improve a business model. The next step will be to look at advanced ‘multi-sided’ business models and emerging patterns for business models – such as the long tail, freemium, and platforms – based on concepts from leading business thinkers. Techniques will then be learned to be able to assess the strength of an existing business model and to improve or redesign a business model in a structured way. Specific examples will also be used, as well as referrals to other successful business model approaches.

Day one 19:30 to 22:00

Informal networking dinner for all delegates, the workshop presenters, coaches and local EIC pilot supporters

Day two 08:30– 12:30

An initial discussion will expand the points made the previous day, and their relevance to the delegates’ own situations, now and in future. Working in teams, delegates will review, debate, and investigate the specific business models they have developed so far. Subsequently, delegates will design alternative business model prototypes, based on advanced ‘multi-sided’ business model concepts and emerging business model patterns.

MORE INFORMATION

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After the event

Delegates will receive a full copy of all the presentation materials, plus the following support materials, specifically developed to complement this Academy training module:

- Business Model Generation Handbook

About the trainer

The sessions will be led by [Jordy Egging](#), who is co-founder and owner at TimeLabz in Amsterdam. He helps management teams of mid-market companies to create a clear vision in the new digital economy, and to design and kick-start the new business model with which they can be successful in it. He holds an Msc. In Aerospace Engineering, Human-Machine Interaction, from Delft University and built a career with Philips with product strategy, ecosystem innovation and new business development.

Logistics

The workshop will be delivered to an audience of 10-15 companies (with coaches ≈ 20 attendees), over a two-day midday-to-midday period.

Date: 22–23 November 2018

***Location:** Netherlands Chamber of Commerce, De Ruijterkade 5, 1013 AA Amsterdam, Holland

Hotels: Near the location, there are many hotels, at all price levels

* This address may change. In that case you will be promptly notified.

Registration

Attendance is restricted to small companies funded by the EIC pilot. EASME reserves the right to restrict participation. There is no cost for attendance, but places will be limited to one per SME, and we expect that only senior employees of the company will be proposed as attendees. To register, please use the [SME dashboard](#), where you will find an application form. Should this session be fully booked, we will inform you about future repetitions.

Additional information

Please contact the EIC Academy (contact@phase3-services.eu) if you have any queries on this workshop, or on other events presented by the EIC Business Acceleration Services

Workshop: Business Model Development, by the EIC Academy, Jordy Egging, co-founder TimeLabz.

Register

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