



# Business Modeling Catalyst

2<sup>nd</sup> Expert Workshop

Berlin, Co-location Centre, November 27<sup>th</sup> 2012

Robin P.G. Tech, Maximilian Schlesinger



# Business Modeling Expert Workshop

## Goals

## Motivations

	Networking, community building	<ul style="list-style-type: none"><li>▪ Get to know the experts in the field of Business Modeling</li><li>▪ Broaden your own network</li></ul>
	Presentation of methods	<ul style="list-style-type: none"><li>▪ Get to know other Business Modeling methods</li><li>▪ Present your own method and receive feedback from other experts</li></ul>
	Development of method portfolio	<ul style="list-style-type: none"><li>▪ Be part of the development of an EIT ICT Labs Business Modeling Toolbox</li><li>▪ Discuss the classification of all presented BM-methods in structuring dimensions, i.e. where/when/why to your certain methods</li></ul>



# Business Modeling – 2<sup>nd</sup> Expert Workshop Agenda | Berlin, November 27<sup>th</sup> 2012

Timing	Topics	Who
10:00 – 10:30	Welcoming, introduction, and round of introductions	Robin Tech
10:30 – 11:00	Business Modeling Catalyst activities, method portfolio, and method profiles	Robin Tech
11:00 – 12:30	Presentation of methods and expert profiles by experts I	All
12:30 – 13:30	Lunch	
13:30 – 15:00	Presentation of methods and expert profiles by experts II	All
15:00 – 16:30	Gaps and missing links - enhancement of method portfolio (working groups)	All
16:30 – 17:00	Results and discussion	Robin Tech, all
17:00 – 17:15	Concluding remarks	Robin Tech
17:15	Coffee break and farewell	

If you have any questions or remarks do not hesitate to contact us:

**Robin Tech**  
**(EICT GmbH)**  
Activity Co-Lead



Email: [robin.tech@eict.de](mailto:robin.tech@eict.de)  
Phone: +49 30 3670 235 20  
Fax: +49 30 3670 235 12

**Maximilian Schlesinger**  
**(EICT GmbH)**  
Activity Team Member



Email: [maximilian.schlesinger@eict.de](mailto:maximilian.schlesinger@eict.de)  
Phone: +49 30 3670 235 03  
Fax: +49 30 3670 235 12