

EIT ICT-Labs Masterclass



Business Model Design Workshop

With Business Model Innovator Alexander Osterwalder

06 & 07 December 2012
Berlin, Germany

WHAT IT IS

Presented by the well know Business Model Innovator Alexander Osterwalder, this 2-day course enables startups to develop, evaluate and differentiate business models. The workshop will be a mix between presentation, q&a, buzz groups, and hands on practice. It shall convey a business model development methodology to the participants. The approach is based on the thought leadership, methods and tools that are applied by leading global organizations such as 3M, Ericsson, Deloitte, Capgemini and many others. During the workshop the participants start “practicing” the design of a business model and develop a deep understanding of business model patterns models such as Freemium, Long Tail Business Models, Multi-Sided Platforms, Open Business Models and more.

After the workshop the participants will:

- Understand why business model thinking is important today and how it goes beyond mere product innovation.
- Fully understand and have applied a systematic approach to business model development.
- Have discussed a multitude of examples
- Understand the dynamics of different business models.
- Have received in-depth coaching and accompanying for their particular business model problems.
- Have discussed business model design techniques, such as visual thinking, prototyping, story telling and more.

FOR WHOM

This EIT ICT-Labs masterclass is open to ICT start-ups & entrepreneurs represented by the EIT ICT Labs business team; as well members of the EIT ICT-Labs business team, anyone looking for hands on tools to apply to their business model. You should actively engage in hands-on exercises & interactive discussions.

TIME

Two day workshop
6th – 7th December 2012 / 9:00 am – 5:00 pm
Network dinner on the first day 5:30 pm – 8 pm

VENUE

EIT ICT Labs - CLC Berlin
Ernst-Reuter-Platz 7 / 6th floor / conference room
10587 Berlin Germany
www.eit.ictlabs.eu.

HOW TO APPLY / TUTION FEE

Send the registration form to your local Business Development Manager. The Business Team will nominate you to participate in this masterclass. Deadline: first come first serve. Participation is free for start-ups supported by the EIT ICT Labs, as well members of the EIT ICT Labs. All participants should arrange and pay for their own travel and subsistence. Information about the hotels and route description to the venue will be provided upon confirmation of your participation. A fee applies for registrants not showing up at the class (€ 250). (Normal ticket prices cost up to 2.000 € / P)



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ABOUT ALEXANDER OSTERWALDER

Alexander Osterwalder is an entrepreneur, speaker and business model innovator.

Together with Professor Yves Pigneur he co-authored Business Model Generation, a global bestseller on the topic of business model innovation. His Business Model Canvas, a tool to visualize, challenge and (re-) invent business models is used by leading organizations around the world, like GE, P&G, Ericsson, and 3M.

Alexander is a frequent keynote speaker and has held guest lectures in top universities around the world, including Stanford, Berkeley, MIT, IESE and IMD. The Business Model Foundry, his current start-up, is building strategic tools for innovators. Strategyzer.com and the Business Model Toolbox for iPad are the Foundry's first applications. Alexander holds a PhD from HEC Lausanne, Switzerland, and is a founding member of The Constellation, a global not-for-profit organization aiming to make HIV/AIDS and Malaria history.

More information:

<http://www.businessmodelgeneration.com/events> /
<http://alexosterwalder.com/index.html>

OVERVIEW WORKSHOP OUTLINE

Why business model thinking is so important today:

- The context
- Business model innovation and value creation today
- A multitude of warm-up examples (quiz)

A systematic approach to business model development:

- The Business Model Canvas approach
- Analyzing the particularities of Skype and how it compares to a traditional Telco.
- Analyzing Nespresso and other case studies.

Understanding business model pattern:

- FREE/Freemium (Flickr, Open Source)
- Long Tail Business Models
- Multi-Sided Platforms (e.g. software, markets)
- Open Business Models

Business model evaluation & differentiation strategies:

- Evaluating business models
- Business models and the competitive environment
- A Blue Ocean Strategy perspective on business models

Practicing the design of a business mode:

- Simple Customer Profiler
- Storyboards
- Ideation
- Business Model Development