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During this two-day noon-to-noon workshop, you will build a strong business model that will compete in today's market. You will learn techniques to develop prototypes of business model ideas. You will learn how to identify possible threats, big opportunities, and fill in gaps in knowledge, skills and competences. The workshop makes full use of the proven methodology introduced in the best-selling book *Business Model Generation* from Strategyzer AG. You will work and exchange experience in small groups with other SME Instrument companies and your own business coaches.

[More information](#) [2]

Dates	Wednesday, 14 March, 2018 - 12:30 to Thursday, 15 March, 2018 - 12:30
Location	Brussels, EASME office, Place Charles Rogier 16, 1210 Saint-Josse-ten-Noode, Belgique

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[2] https://ec.europa.eu/easme/sites/easme-site/files/business_models_march_2018.pdf