
Overview

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 SMEI companies and your own business coaches.

Who should attend?

The workshop is aimed at companies developing their business model(s), and looking to maximise market impact, profitability and scale up; and also at companies that already have business models but wish to explore other opportunities for market extensions, revenue streams, greater efficiencies and profits. Attendees should include senior level management who have responsibility for marketing, product development, sales and/or business strategy.

Bring your coach!

We highly recommend you to bring your SME-Instrument coach, to maximize the impact on your business. When business model development is 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.

Outcomes

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.

Presenter

The sessions will be led by [Jordy Egging](#), who is co-founder and owner at TimeLabz in Amsterdam. He helps people to develop tomorrow's business, based on the opportunities of emerging technologies & new business models. He holds an Msc. Aerospace Engineering, Human-Machine Interaction, Delft University and built a career with Philips managing business development.

For the SMEI Academy he developed additional elements for this workshop to reflect the special commercialisation situation of SMEI participants.



SME Instrument Academy

Module: Business Models – creation, development, and implementation

Agenda

Day 1: 13:00 – 17:30

The first day concentrates on the present situation of each company attending, assessing the business environments, competition, and value propositions. The four main areas of the business – customers, offer, infrastructure, and financial viability – will be covered, and a start will be made on how a business model can be implemented through organisational structures, processes and systems. The day will be highly interactive, with each company developing one or more business model prototypes, focusing on efficiencies and customer value.

Evening Day One

Networking dinner with your SMEI peers, workshop presenters and coaches.

Day 2: 08:00 – 12:30

You work together in groups, to apply the results of the first day to your specific products and services, using the canvas model as a foundation. Your coach will facilitate, help explore ideas, and keep the business models branded and in line with market issues, customer needs, costs and sales.

You will then reflect on your new approach, solutions, and lessons learned.

12:30 – 14:00

Networking lunch/afternoon with those attendees not needing to travel immediately.

Logistics

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

Date 2018, March 14, 12:30 .. till .. March 15, 12:30.

Location Brussels, EASME office, Place Charles Rogier 16, 1210 Saint-Josse-ten-Noode, Belgique.

Registration

Attendance is restricted to SME Instrument beneficiaries. 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 [SMEI 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 SMEI Academy (contact@phase3-services.eu) if you have any queries on this workshop, or on other events presented by the SME Instrument Business Acceleration Services.

