

Business Model Innovation

Learn about the business model canvas and how to incorporate customer centricity into your business model and strategy. With these skills, organisations can create and grow value for their business, ensuring a competitive advantage.



Training Overview

The training introduces the Business Model Canvas and explores the 9 key components of the canvas with detailed examples. It also discusses the business model strategy of successful innovative companies including revenue models and pricing strategy. The Business Model Innovation process will be introduced, alongside techniques to apply this methodology in various organisations. The training will explain visual management techniques and tools to help participants adopt this mindset and innovate their own business model.

Training Objectives

At the end of the training, trainees have a clear understanding about the following:

- What is a Business Model?
- Using the Business Model Canvas and the Value Proposition Canvas
- Innovating a business model (with case studies)
- Advanced practices and overall innovation process
- Overlap with other innovation practices and combining them to achieve greater outcomes

Target Audience

This training is intended for innovation leaders, Business Development Managers, Product Managers and Marketing Managers.

Prerequisites

Participants should have a good knowledge of software development and project life cycle, entrepreneurship and an understanding of business models and/or technology.

Training Content

1. Basics of a Business Model

- Innovation practices
- Business model
- Business Model Canvas
- Value Proposition Canvas

2. Advanced Practices

- Business model patterns
- Business model and strategy
- Business model innovation process
- Overlap with Design Thinking, Lean Startup and Agile

Training Information

Training will be conducted by an experienced trainer and Agile Coach from why innovation!.

Each training will have a maximum of 12 participants.

Duration: 2 days (16 hours)

Location: Singapore/ Hong Kong/ Shanghai

Price: SGD 1,600/ HKD 9,000/ CNY 6,000

Select more than 1 training to be eligible for a discount.

Related Trainings

1. Critical Thinking
2. Design Thinking
3. Lean Startup

WHY INNOVATION!

A WAVESTONE COMPANY

We offer trainings in IT Trends, Innovation Management, Agile and Software Engineering as well as Information Security.

Trainings are available for both individual public enrollment and as corporate sessions. For the latter, we can customise the training to your company's specific context and needs.

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