

## **Workshop Business Modelling**

In this workshop on business modelling participants learn how and where to start pursuing an idea. Researchers often come to a point where they realize, that their research results offer the opportunity to produce a product or service. The economic question is, if the product or service is demanded by the market. At this point business modelling can help us to find the answer to this question. In the first part of the four-hour workshop, the participants will get to know the difference between a business plan and a business model as well as the rationale behind this differentiation. Based on the method 'Business Model Canvas' ([www.strategyzer.com](http://www.strategyzer.com)) the participants will learn how a business model works and how it is built.

The Business Model Canvas consists of nine blocks, which are divided into two parts – the five blocks front stage and the four blocks back stage. While the front stage primarily contains customer-facing elements of a business model the back stage deals with internal business processes.

The first block of the front stage shows the value proposition (VP). The VP represents the products and services generating value for the customer. It is important to mention that VP does not exclusively refer to the 'raw' products or services. It refers to 'why' the customer 'hires' the product or service to deal with her/his 'jobs-to-be-done'. The customer segments demonstrate the different customers, which 'hire' the product or service. The channels-element illustrates where the customers buy the product or service, for instance in stores or web shops. The revenue-streams-block reflects all revenues, which the company gains through its sales while the relationship-block shows the relationships by which the customers receive the product or service (e.g. through automated or personal contacts).

The backstage part starts with the key partners, which are important to produce or deliver the company's value and to reduce the risk, but they are not direct shareholders of the company. The key resources are necessary to produce the product or service. The next block bundles the key activities the company has to fulfill to create the value for the customers. The fourth block reflects the company's cost structure, which includes all relevant cost aspects in order to produce the value.

After the theoretical part the participants will deepen their learning on business modelling by applying the Business Model Canvas to different well-known companies.

Duration: 4 hours