

# MODELING YOUR FUTURE BUSINESS

*Using the Business Model Canvas to Define, Refine, and Innovate*

Business modeling is a way to experiment and test your hypothesis for creating and capturing value, while reducing risks. When managers consciously operate with deep understanding of how the entire business system works, they can make better decisions and gain critical feedback on whether or not the intended approach is working. This course is designed to teach you the key essentials of how to utilize the Business Model Canvas tool to effectively model and shape existing and future products

Throughout this course, you will:

- Establish a shared language to better discuss existing and new business models and value propositions.
- Learn how to design, test, and build new business models and value propositions in a systematic, efficient, and practical way.
- Align your team and organization around clear stories of how you intend to create, deliver, and capture value.

**As you master tools of the Business Model Canvas, you will:**

- Understand business models, value propositions, their components and their interdependencies.
- Use key tools to describe, improve, and/or invent business models and value propositions.
- Identify opportunities for enhancing or inventing business models and value propositions.
- Communicate how your business models and value propositions create value through better stories.

Developed in partnership with:



## OUTCOMES

- Understand the components and interdependent nature of business models and value propositions
- Use key tools to describe, improve, and/or invent business models and value propositions
- Identify opportunities for enhancing or inventing business models and value propositions

## YOU WILL

- Create individual and collaborative business model canvasses
- Learn how to test newly innovated business models for market viability
- Analyze and articulate your organization's value proposition

## ABOUT THE AUTHORS



### ALEXANDER OSTERWALDER, PH.D.

- *Co-Inventor of the Business Model Canvas*
- *Entrepreneur, speaker and business model innovator*
- *Guest lecturer at Stanford, Berkeley, MIT, IESE, IMD and others*



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- *Professor, Management and Information Systems, University of Lausanne*
- *Co-Author – Business Model Generation and Value Proposition Design*

## COURSE OUTLINE

WEEK 1	UNDERSTANDING BUSINESS MODELS	WEEK 2	COMPETING ON BUSINESS MODELS	WEEK 3	DESIGNING BUSINESS MODELS	WEEK 4	UNDERSTANDING VALUE PROPOSITIONS & DIFFERENTIATION	WEEK 5	VALIDATING BUSINESS MODELS
<ul style="list-style-type: none"> <li>• Introduction to Business Model Canvas</li> <li>• Sketching Your Business Model</li> <li>• Ways to Apply The Business Model Canvas</li> </ul>	<ul style="list-style-type: none"> <li>• Competing With Products &amp; Technology is Not Enough</li> <li>• Using Business Model Mechanics to Improve Strength</li> <li>• Exploring the Possibility of Doing More With Less</li> </ul>	<ul style="list-style-type: none"> <li>• Business Model Prototyping</li> <li>• Business Model Innovation Techniques</li> <li>• Playing With Numbers</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to Value Proposition Canvas &amp; Customer Profile</li> <li>• Improving Your Value Proposition</li> <li>• Establishing Value Proposition Fit</li> </ul>	<ul style="list-style-type: none"> <li>• Why Business Plans Don't Work</li> <li>• The Path From Hypothesis to Validation</li> <li>• Testing Techniques Continued</li> </ul>					