

Crafting Innovative Business Models

a practical and tested approach to achieving competitive advantage through business model innovation

Date & Time:	22. Jan 2009 / 9:30 – 17:30 (with lunch break)
Venue:	Swissôtel Métropole Geneva
Price:	950.- CHF (850.- CHF early bird rate until 19. Dec) price includes lunch and workshop material
Facilitator:	Alexander Osterwalder, PhD, author, speaker & thought leader on business model innovation Professor Yves Pigneur, HEC, University of Lausanne
Language:	The workshop language is English

Take-away:

After this workshop you will:

- Understand why senior executives and entrepreneurs must master the art of business model innovation to stay competitive.
- Appreciate powerful examples of business model innovation, such as Nespresso, Skype, Apple iPod/iTunes and more.
- Be able to manipulate the “Business Model Canvas”, which is a tested, practical and systematic approach to understanding, analyzing, designing and changing business models (applied within IBM, Deloitte, Ericsson, Telenor, ...).
- Know how to apply the “Business Model Canvas” in your own organization

Description:

You are interested in business models and business model innovation. You are aiming at helping your organization achieve business model innovation. You want to learn about a practical and visual approach that helps you generate, sketch out and analyze innovative alternative business models. Then you will highly appreciate this workshop facilitated by the thought leader in this domain, Dr. Alexander Osterwalder.

This workshop helps you better understand, manage and change business models. It builds on a powerful, tested and pragmatic approach that assists business people in designing competitive and innovative business models.

Further information:

<http://business-model-design.blogspot.com>

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Who should participate?

Managers, consultants, entrepreneurs, intrapreneurs, strategists