Business Model Innovation

An Action Learning Program for Business Leaders, Entrepreneurs, Intrapreneurs, Design & Strategy Professionals

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IIT Hyderabad
Dept. of Entrepreneurship & Management

भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

in collaboration with
Business Design Labs

Business Model Innovation

Why?

Businesses, whether big or small, have to pivot their business models and strategies to stay relevant in the market.

With unprecedented challenges emerging every day, strong leadership skills, a humane approach to building superior business models is imperative.

This Leadership course is specially curated to enable business and venture leaders to handle these challenging times, which demands tremendous tinkering and innovation.
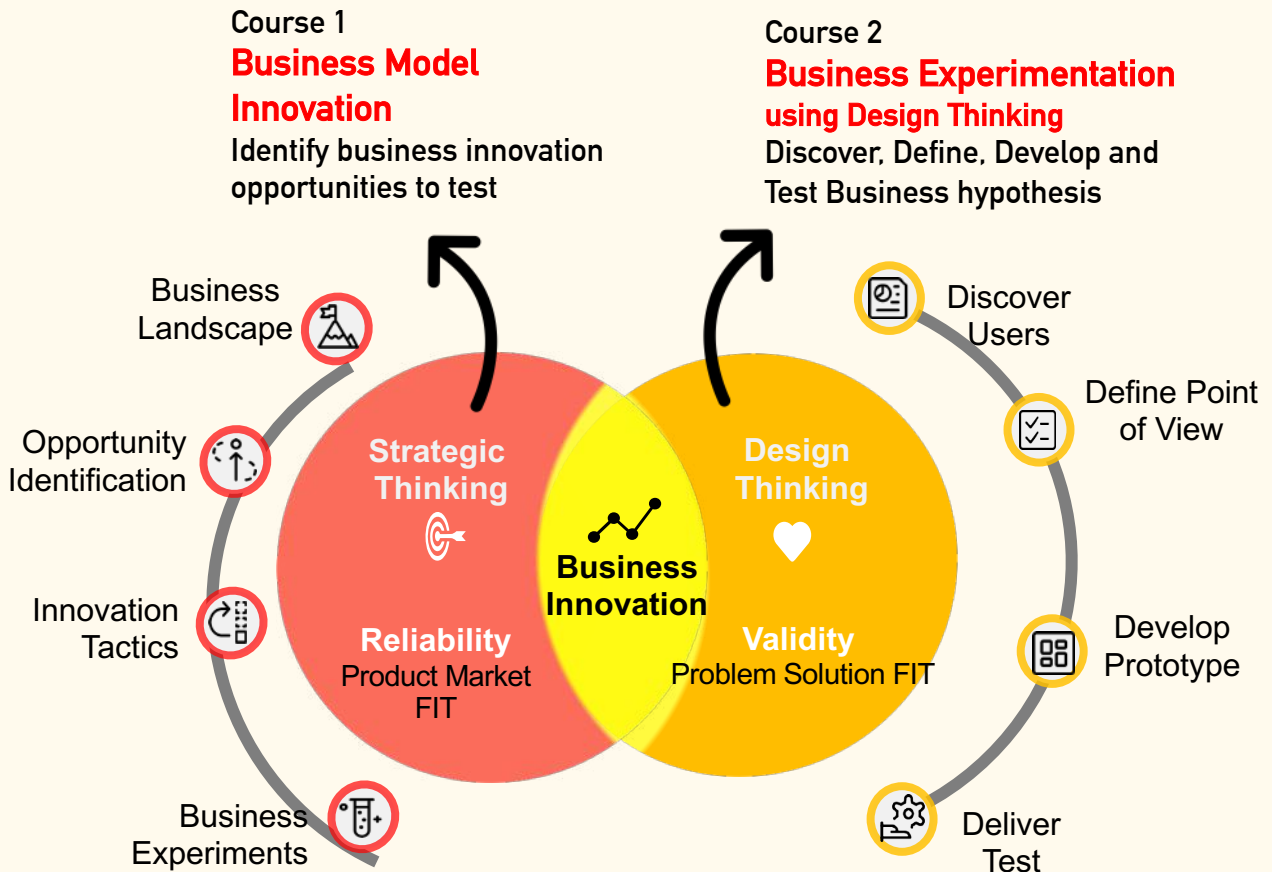
The Program aims to enable participants to **identify opportunities and design real time experiments** for discovering market needs and validate their riskiest assumptions.

What?

- Develop problem solving skills
- Visualise and bring business ideas to life
- Design and conduct low fidelity business experiments

Course 1
Business Model Innovation
Identify business innovation opportunities to test

Course 2
Business Experimentation using Design Thinking
Discover, Define, Develop and Test Business hypothesis

Business Landscape

Opportunity Identification

Innovation Tactics

Business Experiments

Strategic Thinking

Reliability
Product Market FIT

Business Innovation

Design Thinking

Validity
Problem Solution FIT

Discover Users

Define Point of View

Develop Prototype

Deliver Test

Salient Features

Cohort Based Program – Maximum 20 in a batch

Action Learning; High Engagement Focused Workouts

Professional Mentor; Virtual Facilitator Led Sessions

Peer Learning; Team Collaboration

Access to Digital Library and Tools

Enrol for both or any one course

Earn

Certificate of Completion in "Business Model Innovation" on submission of an application assignment + >90% attendance.

Certificate of Participation in respective courses on >90% attendance

Whom?

The Program is specifically designed for Business Leaders, Growth Stage Entrepreneurs, Venture Builders, Intrapreneurs, Sr. Design & Business Strategy Professionals

Business and Venture Leaders registering along with their core team will benefit from implementing their learning together. Individual participants could team up with others and co-create their learning journey and experimentation.

How?

The Program is delivered using MURAL, a virtual collaboration platform and Zoom, for audio and video collaboration.

For efficiently working virtually, participants are expected to have uninterrupted Hi-Speed Broadband Internet connection. Stable 4G connection would work most of the time.

This is a VIDEO BASED Program, involving breakout sessions and high intensity collaborative activities on a Mural board, so camera needs to be ON.

PLEASE visit https://em.iith.ac.in for registration and fees related information.

Course 1
Business Model Innovation
16 Hours − 4 Hours over 4 Consecutive Days

⌖ OBJECTIVE

This action learning course, helps Businesses and Start-ups, design their business experiments using BDL Innovation Tactics and planning experiments at the least possible cost, to reduce risk to business and improve chances of success.

🗝 KEY TAKEAWAYS

- Understand and Map the Business Context
- Identify Adjacent Market Opportunities and Targeted Value Proposition
- Explore Innovation Tactics that Build Stronger Solutions
- Design Business Experiments to Validate Hypotheses

🗠 SESSIONS & OUTCOMES

Session 1 **Business Landscape + Context Map** Explore trends that impact existing business models	• Identify the key industry, macro-eco, customer and competition trends • Identify Market and Industry Forces impacting the business model • Articulate the rules, regulations and economic trends that impact the business
Session 2 **Market Opportunity Navigator** Prioritise your opportunities that shape your business	• List the core abilities of the company and key customer segments • Evaluate every market opportunity and map them on an attractiveness grid • Select opportunities based on business priorities and investment focus
Session 3 **Business Innovation Tactics** Decide unique value generators to fast forward growth	• Define how you want to deliver value to your customer • Ideate on the business model elements • Explore innovation tactics across business elements • Prepare the new business model blueprint
Session 4 **Business Experiment Design** Identify the riskiest assumptions to test for value delivery and revenue	• Identify the assumptions across the business model elements • Prioritise the riskiest assumptions that could invalidate the business model • Frame hypotheses and identify the experiment methods to falsify them

Course 2

Business Experimentation
Using Design Thinking Methods

15 Hours − 3 Hours x 5 Consecutive Days

◎ **OBJECTIVE**

This action learning course, provides an opportunity to experience Design Thinking in the business context. The focus of this course is to leverage the Design Mindset to understand the target customer, develop wireframes and low fidelity wireframes for opportunities and conduct test/mini pilot to validate the assumptions.

🔑 **KEY TAKEAWAYS**

- Understand and Map the Business Context
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⬚ **SESSIONS & OUTCOMES**

Session 1 **Intro to Design Thinking** Experience the excitement of creatively solving problems	• Describe the Design Thinking Process and Steps from the challenge to the outcome • Build Creative Confidence to solve any challenge
Session 2 **Discover** Understand and uncover your customers needs and things they want done	• Frame the Challenge Statement • Finalize the Target Persona and prepare the Research Plan • Elaborate the Empathy and Journey Map
Session 3 **Define** Transform customer data into actionable insights and opportunities	• Articulate Customer Pains, Gains and Jobs to Do • Synthesize and Form User Insights • Frame Opportunity Statements
Session 4 **Develop** Ideate and build a prototype for testing your innovation/solution	• Brainstorm Ideas • Build concept posters and storyboards • Create a Low Fidelity Prototype
Session 5 **Deliver** Design mini pilots and experiments to test your concepts and solution	• Decide Methods to Test Hypotheses • Design the Mini-Pilot • Implement User and Market tests

Faculty

Dr. M.P. Ganesh – Program Director
Head – Dept. of Entrepreneurship and Management

A humanities and social sciences scholar who has been evangelising and building the right cultural, environmental and norms to foster entrepreneurship across various organisations.

He has conducted various research studies as well as leads Leadership Development interventions and programs for managers and executives of different organisations.

He has designed and administered competency mapping and employee engagement surveys for organisation.

Mr. Ajay Parasrampuria – Lead Facilitator
Co-Founder Business Design Lab

Ajay draws from more than two decades of experience in Strategy Execution, Transformation and Business Innovation. He has been involved with business leaders on their strategic initiatives to grow and scale the businesses

He is a hands-on professional, has built businesses and continues his academic quest to discover ways to speed innovation, optimise cost of business experiments and get things done collaboratively.

He is an engaged mentor to multiple start-ups and business ventures. His own early entrepreneurial journey has been in biotech and professional education

We also conduct BESPOKE COMPANY PROGRAM

BUSINESS DESIGN AND GROWTH – ROADMAP DEVELOPMENT

This is a bespoke contextually designed program for the entire leadership team of a business unit or organisation. The Program objective is to facilitate leadership conversations, brainstorms, alignment, to co-create the business growth roadmap. It can be delivered virtually or a mix of in-person and virtual sessions.

CONTACT US

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