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| **MODULE 9: Business model generation and value proposition design** | |
| **OBJECTIVES** | * Outline key steps in the business planning process starting from the idea design / creating a vision process * Compare lean start-up approaches to conventional business planning tools and methods * Become aware of the importance of understanding the project’s customers and competitors * Analyse how to reap the benefits from a startup’s products or services * Identify systems, resources and processes needed to deliver services/ products * Reflect on the process of engaging with customers and delivering services/products in the most effective way. |
| **METHODS** | Reading material, video’s, links to resources, application exercises, quizzes & discussions |
| **DURATION** | 2,5 hours for participants |

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| **SESSION** | | | **DURATION** | **PARTICIPANTS…** |
| Online | 9.1 | Business Vision | 40 min. | * Outline key steps in the business planning process starting from the idea design / creating a vision process |
| 9.2 | Lean Start-up | 40 min. | * Compare lean start-up approaches to conventional business planning tools and methods |
| 9.3 | Business models | 60 min. | * Identify systems, resources and processes needed to deliver services/ products * Reflect on the process of engaging with customers and delivering services/products in the most effective way. |