



Are you a cyber product expert?

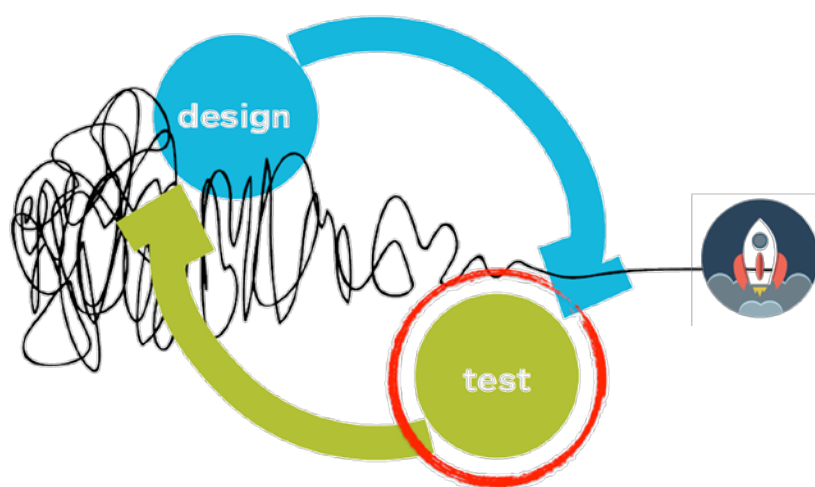
looking to design and test value propositions?

If you're a cyber security product expert, a strategic thinker and a rebel - you want to take it to the next level

You must get familiar with the **latest tools of business modeling**, value proposition design and **corporate startup skills**, you need most.

In a specially designed workshop. You will be able to learn how to turn products and technologies into disruptive value propositions and business models.

You cannot afford to miss 21st century strategic design methods to get from product innovation to value proposition strategy.



Learn more in the PDF attached.

The event will take place 0900-1300 Kiryat Atidim

Free parking in front



CYBER
TOGETHER

model **Z**
Relevant Business Models



Workshop outline

08:30 gathering

09:00

- **Disruptive innovation – innovative products are not enough.**
- **Visual design tools** for the 21st century strategic product expert
- Value proposition design challenge – Design Value for your customers
- Disruptive business models – Design value for your company
- Testing Value for Desirability – Customer Discovery

13:00 summary

Walk away with...

- Develop a fresh strategic impact on your company
- Turn product innovation into value strategy
- Understand desirability testing
- Manage strategic discussions with visual thinking
- Get the CEO view.
- Leverage your skills to translate technology to strategic values with top management

