



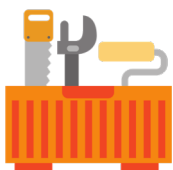
BUSINESS MODEL INNOVATION

TOOLS AND PRACTICES

Business Model Canvas (BMC) is a tool to help design and test business ideas. Top companies around the world are using the canvas to develop entirely new business, launch new products and services, or revamp their existing business model and strategy. BMC can be applied to all sizes of businesses, no matter you are large corporations, SMEs, or Startups.

WHY BUSINESS MODEL INNOVATION?

Focusing on research and development and products innovation is no longer enough in this fast-changing world. Business model innovation has become more and more critical for your business' competitiveness. Focusing on research and development is no longer enough in the fast changing world. Business model innovation has become more and more critical for your business' competitiveness. While traditional research and development tries to solve tech problems, business model innovation focuses more on solving customers' problem and seek to create products and services truly valuable to customers.



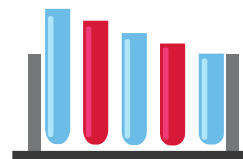
TOOLS

Learn important tools to help craft business model, including Value Proposition Design Canvas, Business Model Canvas, etc.



DESIGN YOUR BUSINESS MODEL

Create your own canvases based on the project you are working on or future projects you aim to achieve.

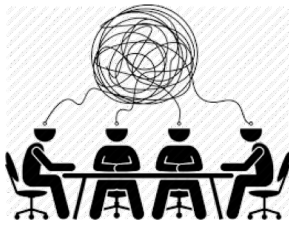


TESTING

Bring the ideas to test with customers systemically. Reducing risks is the most important task of every innovators.



Multiply
TRAINING PLUS



Interactive Lecture

WORKSHOP OUTLINE

**The outline is subject to be customized according to the requirement and context of each organization*

MORNING

- Why Business Model Innovation
- Ambidextrous Organization
- Business Model Canvas
- Business Model Practices

AFTERNOON

- Value Proposition Design Canvas
- Value Proposition Design Practices
- Design Thinking & Business Model

DAY 1



MORNING

- Design Your own Value Proposition and Business Model
- Assessing Your Business Model
- Telling Story with Business Model

AFTERNOON

- Innovation Culture
- Innovation Portfolio
- Basic Business Ideas Testing
- Wrapping Up

DAY 2



Alex Osterwalder, PhD, is the lead author of 3 best-selling business books, Business Model Generation, Value Proposition Design and Testing Business Ideas.

He is now ranked fourth on Thinkers 50.



NIRAN BANLEURAT

Certified Trainer



ABOUT NIRAN

PROFESSIONAL BACKGROUND

- The first Strategyzer Innovation Coach in Thailand
- The first Thai who learned tools and frameworks directly from Alex Osterwalder, the inventor of Business Model Canvas
- Innovation practitioners through his current roles at SCG
- MBA from MIT Slone School of Management
- Facilitating Business Model Innovation more than 50 times for SCG and other companies, such as.

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