

CHAMPS and CBI
Executive Seminar on

Business Model Innovation

Business Model Innovation is about new ways of creating, delivering and capturing value. To achieve this, organizations need a new set of tools for understanding, designing, sharing, measuring, changing and even simulating renewal and innovation.

Firms that are unable to systematically rejuvenate and innovate their business model will struggle to survive and thrive. This is said by the business model guru Dr. Alexander Osterwalder. In his work shop he will show how to move an organization into the age of evolving business models with a set of powerful and practical methodologies and tools applied by leading organizations, such as Telenor, PricewaterhouseCoopers, 3M, and many more. The participants will understand why business model thinking is important today and after the seminar they will be able to fully master and apply a systematic approach to business model innovation. Alexander Osterwalder's approach is practiced by innovators around the world.

Thursday, November 18, 2010
Elite Park Avenue Hotel, Göteborg

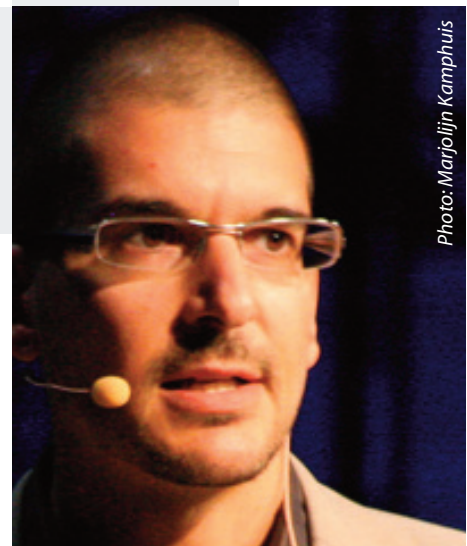


Photo: Marjolijn Kamphuis

Dr.
Alexander Osterwalder

Business Model Innovation

Thursday, November 18, 2010. 9.00-16.30. Elite Park Avenue Hotel, Göteborg

Management Challenge

Great new products, services, and technologies have merely become a ticket to compete. Outstanding corporations and thriving start-ups have gone a step further: they changed their business models and challenged industry orthodoxies in order to gain a competitive advantage. Business people in any industry now face the question of how to improve or reinvent their business model in a simple and practical way before getting disrupted or irrelevant.

About this seminar

This seminar goes far beyond the buzzword "business model". You will learn how to describe, challenge and reinvent your business model with a practical and engaging method applied in leading companies around the world. It applies to executives, entrepreneurs, and consultants alike who either want to improve their existing business model or want to design new ones.

Practical Focus

The seminar is structured into three parts. First, we will discuss what the business model concept actually is about and why it is more than just another buzzword. You will learn how your organization can easily address this complex topic. Second, we will learn about the mindset required - design thinking - to come up with innovative business models. Participants will immediately apply the concepts in break-out sessions. Finally, participants will learn how business model improvement and business model innovation can be integrated into organizations as a five-phase process.



Who Should Attend

Executives, entrepreneurs, consultants, and academics interested in a practical and engaging method to analyze and design business models. In particular, visionaries, game changers, and challengers who strive to replace outmoded models.

Agenda

8.30 Registration, Coffe, tea

9.00 **A systematic approach to business model design, improvement and innovation**

- Why business model thinking is so important today
- The Business Model Canvas approach

10.30 **Coffee Break**

10.45 **Companies, business models, industry change, and disruption**

- About improving vs. inventing business models
- Industry change
- A multitude of examples

12.00 **Lunch**

13.00 **Design Thinking I: Practicing the design of a business model**

- Combining the tools of design and business model thinking
- Case study
- Ideation

14.30 **Coffee Break**

14.45 **Design Thinking II**

- Applying the Simple Customer Profiler/Empathy map
- Applying the Business Model Canvas

15.45 **The Business Model Innovation Process**

16.30 **Seminar Ends**

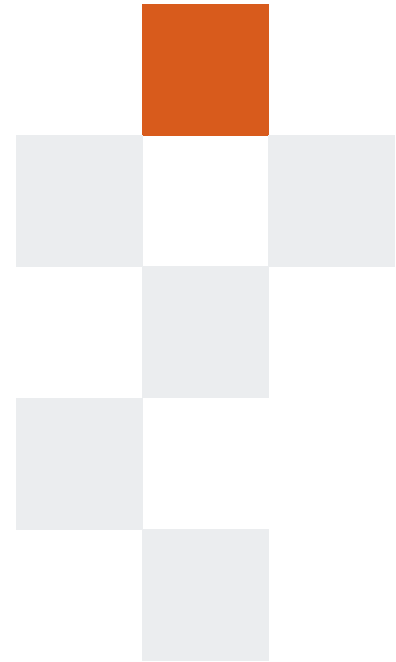


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Alexander Osterwalder has a PhD from HEC Lausanne and is considered the guru of business model innovation. His doctoral dissertation from 2004, "The Business Model Ontology", generated a lot of interest all over the world and companies such as Telenor, IBM, PricewaterhouseCoopers, 3M and Deloitte have all applied his method. His latest book, "Business Model Generation - a handbook for visionaries, game changers, challengers" is a global bestseller, which was published with an innovative business model and the participation of 470 practitioners around the world. He is a highly appreciated speaker and entrepreneur, who engages with companies, business schools and governments around the world on business model innovation challenges. With his company, The Business Model Foundry, Alexander Osterwalder is currently working on a software for the Apple iPad and the Web to help democratize business model innovation thinking.



**Dr.
Alexander Osterwalder**

Terms and Conditions

Registration

Register to the seminar by making an on-line registration at www.champs.se.

Fee

The fee for an individual seminar is 5950 SEK + VAT and includes tuition, documentation, coffee and lunch. Groups of five or more people from the same company registering together, enjoy a 20% discount on the seminar fee. Please note that only one invoice per such group will be issued and that registration must be made as a group. Group discount will only apply under those circumstances. The invoice will be issued before the seminar.

Should you register for the whole R&D series you will also enjoy another 25% discount and get four seminars for the price of three.

Location

All seminars take place at Elite Park Avenue Hotel, Göteborg. Subject to changes.

Further information

Two weeks prior to the seminar, detailed information will be e-mailed to all registered participants. In the meantime, please contact Sofia Börjesson or Maria Elmquist at CBI www.cbi.chalmers.se or CHAMPS office for more information. Phone +46 31 772 42 22. E-mail: info@champs.se.

Cancellations and refunds

Full refund of seminar fees will be made for reservations cancelled no later than two weeks prior to the seminar. No refund can be made for later cancellations, but we are happy to consider a colleague as a substitute for the original applicant. Cancellation must be made in writing.

Early Registration Bonus

If you register no later than 4 calendar weeks before the seminar, October 21, you will receive a digital gift certificate, that you can use to purchase relevant literature of your choice. The value for an individual seminar is 300 SEK incl. VAT and for a full series the value is 1000 SEK incl. VAT.



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