

Training Course Outline on:
Business model canvas (Module 1)

Veritas Academy
 (A Sister Concern of DATCO Group)

Duration: 2 Days Course (4 Hours/Day)

Organized by: DATCO Group

Session Plan: [Day 1 Module 1 \(4Hours\)](#)

Time	Contents	Methodology	Materials	remarks
Module 1 2 :00 Hours	Session 1: Introduction to value creation Session 2: Exploration of customer segment insights Session 3: Deep understanding of value creation Session 4: Map out the value that your enterprise creates, captures and delivers	Handout, PPT, Lecture. Group Discussion, Group Work	Multimedia, White Board, Flip Chart and Marker Pen, Flash Card, Masking Tape, Board Pin	
Break				
Exercise 2:00 Hours	Exercise 1: Customer segmentation for the service industry Exercise 2: Customer segmentation for the tech industry	Handout, PPT, Group Discussion, Group Work Handout, PPT, Group Discussion & Group Work	Multimedia, White Board, Flip Chart, Marker Pen, Masking Tape. Flash Card, Board Pin Multimedia, White Board, Flip Chart, Marker Pen, Masking Tape. Poster Papers. Board Pin	
	Exercise 3: Value innovation through rigor		Q & A sheet	

Business model canvas (Module 2)

(A Sister Concern of DATCO Group) **Duration: 2 Days Course (4 Hours/Day)**

Organized by: DATCO Group

Session Plan

Day-2 Module 2 (4 Hours)

Time	Contents	Methodology	Materials	remarks
Module2 1:00 Hour	<p>Session 6: Introduction to the Business Model Canvas to develop new business models and document existing ones.</p> <p>Session 7: Implementing value creation</p> <p>Session 8: Implement value aggregation</p>	Handout, PPT, Group Discussion & Group Work	Multimedia, White Board, Flip Chart and Marker Pen, Flash Card, Masking Tape, Board Pin	
15 minutes	Break			
1:00Hour	<p>Session 9: Develop a business model that drives financial sustainability and social impact</p> <p>Session 10: Create and test hypotheses about target market size, cost structure, revenue streams, and value chain partnerships</p>	Handout, PPT, Group Discussion & Group Work	Multimedia, White Board, Flip Chart and. Poster Papers. Marker Pen	
	Exercise 2 Hours			
	Exercise 1: Complete value creation for startups	Handout, PPT, Group Discussion. Group Work	Multimedia, White Board, Flip Chart, Flash Card and Marker Pen	
	Exercise 2: Complete value aggregation for startups	Group Discussion	Q & A sheet	
	Exercise 3: Value creation and aggregation for growth			