

Gain comprehensive knowledge of the Business Model Canvas design process. Understand the key concepts of design thinking and business model thinking. Acquire knowledge of design and implementation of the 9 building blocks of the Canvas for value creation. Learn how to apply the Value Proposition Canvas & the Business Model Canvas to map out your organization's current business model for understanding and analysis.

Modules		Takeaways	Key Exercise/Quiz
Modules 1	Introduction (1:00 hr.)	<ul style="list-style-type: none"> • Session 1: Introduction to value creation • Session 2: Exploration of customer segment insights 	<ul style="list-style-type: none"> • Quiz #1
	Foundation (1:00 hr.)	<ul style="list-style-type: none"> • Session 3: Deep understanding of value creation • Session 4: Mapping the value that your enterprise creates, captures, and delivers • Session 6: Review & recap 	<ul style="list-style-type: none"> • Quiz #2
	Practice Exercises (2 hr.)	<ul style="list-style-type: none"> • Customer segmentation for the service industry • Customer segmentation for the tech industry • Value Innovation through rigor 	
Modules 2	Strategy Formulation (1:00 hr.)	<ul style="list-style-type: none"> • Session 6: Introduction to the Business Model Canvas to develop new business models and document existing ones. • Session 7: Implement “value creation” • Session 8: Implement “value aggregation” 	<ul style="list-style-type: none"> • Quiz #1
	Latent Demand (1:00 hr.)	<ul style="list-style-type: none"> • Session 9: Develop a business model that drives financial sustainability and social impact • Session 10: Create and test hypotheses about target market size, cost structure, revenue streams, and value chain partnerships • Review & recap 	<ul style="list-style-type: none"> • Quiz #2
	Practice Exercises (2:00 hr.)	<ul style="list-style-type: none"> • Complete value creation for startups • Complete value aggregation for startups • Value creation and aggregation for growth 	