



## Crafting Innovative Business Models by Alex Osterwalder

*A practical approach to achieving competitive advantage through business model innovation*

“Why is Nespresso so successful offering coffee for the highest price?”

“What can we learn from companies like Easyjet and Skype?”

“How can I innovate my own business model?”

“How can I make my business model financial crisis sustainable?”

In this interactive training Alex Osterwalder will make you become familiar with business model innovation. You will be trained on the **Business Model Canvas** so that you can apply it for your own organization. You will learn how to describe your own business model, how to determine the strengths and weaknesses of your model and finally to innovate on your current business model. Alex will inspire you with examples of companies that changed their industry through changing their business model. Alex will show you the power of design thinking that is applied by architects and designers for many years. How to apply design thinking with business models. Finally Alex will demonstrate you the power of visualization your business model so you can inspire your colleagues on your business model.

### About Alex Osterwalder

In **2004** Alex created the Business Model Canvas as an outcome of his thesis. He posted his results on Wikipedia and started his blog.

Nowadays the Business Model Canvas is downloaded more than 110.000 times, he has 700 unique visitors on his blog every day and over 1.300 people are following his blog.

Alex is performing training and delivering speeches about Business Model Innovation worldwide.

### About The Business Model Book

In **Spring 2008** Alex was running a workshop in Amsterdam (The Netherlands) where people from all over the world – who already used his model - had come to hear about the latest developments.

After the workshop one of the participants asked “But what about your book?” Then Alex decided to work on a business model book but with a new business model inside.

At the moment more than 200 people from over 25 countries are working on the book through the Business Model Hub. **The book will be released in June 2009.**



## Workshop program (an example)

**9:00**

Introduction into Business Modeling  
“Why business modeling is changing the industry?”

Break-out with group exercise

**10:30**

The Business Model Canvas

Examples of leading Business Models from various industries such as Nespresso, Skype, Sellaband, EFG, Nokia etc.

**12:30**

Lunch Break

**13:30**

Break-out with group exercise on “Innovate your Business Models” with the Business Model Canvas, post its and markers.

**15:30**

How to apply design techniques with Business Modelling including examples of leading designers.

**16:30**

Wrap up on Business Modeling and group presentations on results exercise.

## Take-away

After this workshop you will:

Understand why senior executives and entrepreneurs must master the art of business model innovation to stay competitive.

Appreciate powerful examples of business model innovation, such as Nespresso, Skype, Apple iPod/iTunes and more.

Be informed how Alex applies the Canvas to his own project writing, designing and publishing the Business Model Book.

Be able to manipulate the “Business Model Canvas”, which is a tested, practical and systematic approach to understanding, analyzing, designing and changing business models (applied within IBM, Deloitte, Ericsson, Telenor, ...).

Know how to apply the “Business Model Canvas” in your own organization.

