

Agenda

In this 6 week program, you will learn a repeatable methodology of business modeling tools and lean start-up techniques to reduce the uncertainty and risk of launching and scaling new ideas.

Week I: Business Model Canvas

The Business Model Canvas, created by Strategyzer, is a systematic framework that fosters a shared language to describe, design and challenge ideas. The visual nature of the tool simplifies collaboration by enabling teams to develop a shared understanding of the key characteristics of the underlying business model of your current and proposed products, services or experiences.

Activities	Outcomes
<ul style="list-style-type: none"> Learn the nine building blocks of the business model canvas as a strategic tool to describe how your current business model will serve as foundation for creating, delivering, and capturing value from your new idea Experience the differences between the 3 main types of business models; direct, multi-sided and marketplace Assess your external business environment for disruptive threats or new opportunities that might impact your business 	<ul style="list-style-type: none"> Create a 1-page business plan of your existing business captured on a Business Model Canvas Map the key risks and growth opportunities based on the key industry trends and market forces A framework that simplifies your team's decision making and contributions Get employees aligned around the goals and invested in the desired outcomes

Homework:

Finalize the business model canvas for your current business, including the external business model environment. Work with your team to decide on the best product or service idea to work on through the program based on perceived growth and risk opportunities.

Week II: Understand your Customers

Learn a structured, detailed approach to describing the functional, emotional and social needs and wants (aka. Jobs to be Done) of your customers. Participants will introduced to methods for identifying, engaging, and developing a useful understanding of different potential customers.

Activities	Outcomes
<ul style="list-style-type: none"> Overview of the Job to be Done framework Define and characterize customer segments Map out the customers jobs-to-be-done, pains and gains a customer may have 	<ul style="list-style-type: none"> Concise and useful segmentation of potential customer base Map and prioritize the customers jobs-to-be-done, pains and gains a customer may have

Homework:

Develop as many customer profiles as possible and identify corresponding Problems Worth Solving.

Week III: Value Proposition Design

This workshop will introduce participants to methods to more quickly evaluate “fit” between the value you intend to create with your idea and how your product or service idea creates value for customers. Learn to develop value propositions that clearly demonstrate and articulate how an offering addresses customers’ priority needs and wants.

Activities	Outcomes
<ul style="list-style-type: none"> • Understand the key components of a value proposition • Define enablers and barriers to customers’ Jobs to be Done 	<ul style="list-style-type: none"> • Understanding of potential solution and first evidence of which features matter to customers • Validate your value proposition

Homework:

Define desirable value propositions that connect your idea with customers’ Problems Worth Solving. Validate which potential value propositions are the most desirable.

Week IV: The Customer Factory

Every business exists to create customers. In this workshop, participants will be introduced to the concepts of the Customer Factory and traction. Traction is the rate at which a business model captures value from users. Using this framework, participants will learn how to break their destination into milestone markers that chart progress towards minimum success criteria and big hairy audacious goals.

Activities	Outcomes
<ul style="list-style-type: none"> • Overview of the 3 stages of growth: Problem/Solution Fit, Product/Market Fit, and Scale/Growth • Learn the key metrics of measuring growth in the Customer Factory; Acquisition, Activation, Retention, Revenue and Referral 	<ul style="list-style-type: none"> • Learn how to define the one metric that matters • Identify your minimum success criteria • Uncover the key activities your users do that serve as leading indicators for future revenue

Homework:

Complete the traction model with additional research and identify your riskiest assumptions.

Week IV: Lean Experiments

Companies that learn fast, outlearn their competition, and get to build what customers really want. By doing this continuously, they stay relevant to their customers, and see their business models thrive and grow. This workshop will teach participants how to design and conduct experiments that challenge their own internal bias and maximize learning through problem interviews, rapid prototyping and minimum viable products.

Activities	Outcomes
<ul style="list-style-type: none"> Identify the riskiest parts of your business model that require the highest prioritization Learn a time-boxed iteration cycle for sourcing, ranking, and testing new ideas Explore various types of prototypes and minimum viable products and learn when to use which one 	<ul style="list-style-type: none"> Source, rank, and prioritize your validation strategies using 1-page experiment reports Evidence of the size and attractiveness of the market Build an appropriate prototype and refine your idea with direct customer feedback (ongoing)

Homework:

Build a variety of prototypes and execute these tests to gain direct customer feedback. Based on key learnings, revise the Value Proposition, develop a prototype new Business Model Canvas to support your new offering, further refine the Traction Model, and develop your pitch.

Week VI: Key Learnings

Based on the previous two weeks of prototyping and testing, all groups will return to pitch their concepts and key learnings to potential customers and investors for feedback and next steps. This workshop will be an opportunity to further revise your growth strategy and additionally provide an opportunity for potential revenue generation or fund raising.

Activities	Outcomes
<ul style="list-style-type: none"> Present completed value proposition canvas with target customer segments including evidence that problem is worth solving Present completed business model canvas that demonstrates feasibility of new product or service. Present the Traction model with forecasting growth hypothesis 	<ul style="list-style-type: none"> Should we do it decision?