

2-Tage Workshop Format

	Tag 1	Tag 2
Vormittag	<ul style="list-style-type: none">▪ Business Model Thinking▪ Business Model Mechanics▪ Denk-Korridor des Workshops	<ul style="list-style-type: none">▪ Business Model Environment▪ Inspirationen & Muster▪ Business Model Ideation
Nachmittag	<ul style="list-style-type: none">▪ Kundenbedarfsanalyse▪ Value Proposition Design▪ Design Thinking	<ul style="list-style-type: none">▪ Business Model Prototyping▪ Hypothesen, Test-Methoden & nächste Schritte▪ Präsentieren

3-Tage Workshop Format

	Tag 1	Tag 2	Tag 3
Vormittag	<ul style="list-style-type: none">▪ Business Model Thinking▪ Business Model Mechanics▪ Denk-Korridor des Workshops	<ul style="list-style-type: none">▪ Business Model Environment▪ Inspirationen & Muster▪ Business Model Ideation	<ul style="list-style-type: none">▪ Weitere Inspirationen & Muster▪ Business Model Prototyping – zweite Version
Nachmittag	<ul style="list-style-type: none">▪ Kundenbedarfsanalyse▪ Value Proposition Design▪ Design Thinking	<ul style="list-style-type: none">▪ Business Model Prototyping – erste Version▪ Financial Sanity Checks	<ul style="list-style-type: none">▪ Hypothesen, Test-Methoden & nächste Schritte▪ Präsentieren