

2-Day Workshop Format

	Day 1	Day 2
Morning	<ul style="list-style-type: none">▪ Business Model Thinking▪ Business Model Mechanics▪ Thinking Corridor of the Workshop	<ul style="list-style-type: none">▪ Business Model Environment▪ Inspirations & Patterns▪ Business Model Ideation
Afternoon	<ul style="list-style-type: none">▪ Customer Demand Analysis▪ Value Proposition Design▪ Design Thinking	<ul style="list-style-type: none">▪ Business Model Prototyping▪ Hypothesis, Testing Methods & next Steps▪ Pitching

3-Day Workshop Format

	Day 1	Day 2	Day 3
Morning	<ul style="list-style-type: none">▪ Business Model Thinking▪ Business Model Mechanics▪ Thinking Corridor of the Workshop	<ul style="list-style-type: none">▪ Business Model Environment▪ Inspirations & Patterns▪ Business Model Ideation	<ul style="list-style-type: none">▪ Further Inspirations & Patterns▪ Business Model Prototyping – second Loop
Afternoon	<ul style="list-style-type: none">▪ Customer Demand Analysis▪ Value Proposition Design▪ Design Thinking	<ul style="list-style-type: none">▪ Business Model Prototyping – first Loop▪ Financial Sanity Checks	<ul style="list-style-type: none">▪ Hypothesis, Testing Methods & next Steps▪ Pitching