



Assisting Startups Using

The Business Model Canvas

**A train-the-trainer course based on
Business Model Generation
by Alexander Osterwalder and Yves Pigneur**

“Its not about finding ANY business model, its about finding the BEST possible business model that will withstand the pressures of the market.”

- Alexander Osterwalder

In 2 days, your Incubator staff, advisors, mentors and coaches will learn a common language and uniform approach to advising clients; avoiding inconsistent messaging or outdated advice

About the instructor:



Ana Greif was trained in Business Model Generation

by the book's author, Alexander Osterwalder. She developed this course by marrying her experience in business incubation and entrepreneurship with the concepts of Lean Startup and the Business Model Canvas.

Ana has supported entrepreneurship for over 20 years. She has taught business and entrepreneurship in thirteen countries across six continents and has developed programs for Governments, Universities, and various international organizations .



Learn how to use the *Business Model Canvas* to help clients evaluate their business ideas and develop viable business models



Master techniques for testing and evaluating business model prototypes to ensure they are market worthy and future proof



Understand business model trends and patterns; learn from case studies and examples of real life innovative business models



Know how to facilitate an innovation workshop and coach clients using the business model canvas framework

The Business Model Canvas is not a checklist to ensure you've ticked all the boxes, it's a model that allows you to try different versions of the business until you find the ideal one.

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Course outline

Day 1 – Business modeling basics

1. Communicating a business idea using visual language concepts
 - The importance of a common language and how to use it
 - Structure of the *Business Model Canvas*
 - Rules and procedures for constructing a business model
 - Using the canvas to communicate a business model
2. Constructing a business model
 - Elements of the canvas building block by building block
 - Business model trends and patterns
 - Business idea prototype ideation and creation
 - Questioning the business model – Does it make sense?

Day 2 – Crafting innovative business models

3. Innovation in company building
 - Understanding innovative business models
 - Innovative business model case studies and discussion
 - Evaluating and testing the business model
 - Effective pivoting and business model iteration
4. Using the Canvas to work with entrepreneurs
 - The canvas as the foundation of a business
 - Going from idea on the canvas to execution and growth
 - Structure of the innovation workshop
 - Support and follow up using coaching

Bring *Assisting Startups Using the Business Model Canvas* to your program!



Email us
to request
a quote



Set a date



Enjoy the
workshop!

Who should attend:
Incubator staff,
advisors, mentors
and coaches

Duration: 2 days

Modality: In
person, taught at
the incubator's
facility

We provide:

- A qualified trainer to lead the workshop
- All training content, including presentations and handout materials for up to 30 participants
- Downloadable images of the tools for unrestricted use

You provide:

- Workshop participants
- A suitable facility with enough space for group activities and plenty of wall space for hanging large posters (48" x 36")
- Overhead projector and screen
- Coffee breaks and lunches

Contact us at
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