

Business Modelling

- Do you realise how critical it is to have a well-structured business model as the foundation of your success?
- Do you agree that proper planning is essential to avoid costly mistakes and setbacks?
- Would you like to learn how to design a business model that is practical, adaptable, and attractive to investors and stakeholders?

Introduction

A strong business model is the backbone of every successful organisation. It not only sharpens your understanding of your own idea but also communicates it clearly and persuasively to potential co-founders, partners, and investors. Business modelling allows you to explore different aspects of your concept, anticipate challenges, and design solutions that create value. This program equips participants with the knowledge and tools to build robust business models that are resilient, efficient, and adaptable to change. By applying best practice techniques, you will learn how to develop models that require less rework, withstand varying factors, and provide clarity in logic and execution. Whether you are launching a new venture or strengthening an existing one, this program will help you plan effectively, avoid common pitfalls, and create a roadmap that supports growth and sustainability.

Program Objectives

This program aims to:

- Identify how to create and deliver value for existing and future customers of the company
- Learn how to extract value for the corporate venture in a sustainable manner

Learning Outcomes

After completing this program, participants should be able to

- Conduct in-depth interviews to guide the customer discovery process for your corporate venture
- Develop business models that encompass the product or service, customers, and economic engine that deliver on the corporate venture objectives.

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Who Should Attend?

Marketers, Sales Executives, Marketing Manager, Business Consultant, Entrepreneurs, as well as anyone who wishes to acquire in-depth knowledge in business modelling

Program Outline

Time	Day One
9.00am– 10.30am	Introduction of Business Modelling In this module, participants will introduce how to create and deliver value for existing and future customers of the company through a customer-validated, business modelling methodology
10.30am-11.00am	Morning Break
11.00am-1.00pm	Customer Discovery and Customer Validation In this module, participants will examine how to identify real customers and conduct in-depth interviews to guide the customer discovery process for the corporate venture.
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	Customer Segmentation and Analysis In this module, participants will evaluate how to segment customers and develop a minimum viable product (MVP) with the product-channel fit.
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	Creating the Business Model for the Corporate Venture In this module, participants will develop a business model that encompasses the product or service, customers, and economic engine

	that deliver on the corporate venture's objectives.
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