COURSE BROCHURE

Business Model Innovation

A hands-on course on mapping the current business model with the Business Model Canvas, designing new value propositions and testing alternative models with low-cost experiments.

Code	HT-STR-104
Category	Strategy & Planning
Duration	1 week
Level	Intermediate

Introduction

The way an organization creates value and earns revenue can age faster than its products and services, so improving an existing service is not enough unless the model the whole operation rests on is also rethought.

Objectives

- Analyze an existing business model using the nine Canvas building blocks
- Design a value proposition that fits a defined customer segment
- Generate alternative business models drawing on known patterns
- Identify the riskiest assumptions and design experiments to test them
- Decide whether to persevere, adjust or stop based on evidence

Who should attend

- Business development and new product officers
- Members of innovation labs and units in government entities
- Internal entrepreneurs and business line managers
- Service planners seeking new operating and revenue models

Skills you will develop

- Business model mapping
- Value proposition design
- Assumption testing through experiments
- Model viability assessment

Learning Outcomes

- Prepare one Canvas for the current model and one for the proposed model
- Build a value proposition canvas for one customer segment and analyze its fit
- Write test cards for three critical assumptions with success criteria
- Pitch a revised business model backed by an experiment plan to a panel

Course Outline

Day 1: Understanding Business Models

- What a business model is and how it differs from strategy and plans

- The nine building blocks of the Business Model Canvas
- Mapping the current model of the participant's organization

Day 2: Designing the Value Proposition

- Customer jobs, pains and gains
- The value proposition canvas and achieving fit
- Customer interviews to uncover unspoken needs

Day 3: Patterns and Alternatives

- Common patterns: subscription, platforms, freemium and unbundling
- Redesigning revenue streams and cost structure
- Generating alternative models with what-if questions

Day 4: Testing Assumptions

- Extracting assumptions and ranking them by risk
- Designing low-cost experiments and simple prototypes
- Evidence criteria and learning cards

Day 5: From Prototype to Decision

- A first check of the new model's revenue and cost logic
- Persevere, pivot or stop decisions
- Applied project: a redesigned business model with a testing plan, pitched to a mock investment committee

Training methodology

Workshops on large-format Business Model Canvas posters
Role play of customer discovery interviews
Test cards designed for real assumptions brought by participants
Pitch session before a panel acting as an investment committee

Certification

Participants receive a Harbor Training Center certificate of attendance on completing the course.

Upcoming dates

City	Dates	Language	Fee
Online	11 – 15 January 2027	AR	EUR 1,800
Istanbul	14 – 18 June 2027	EN	EUR 4,800
Dubai	21 – 25 June 2027	AR	EUR 4,500
London	28 June 2027 – 2 July 2027	EN	EUR 5,700
Amsterdam	5 – 9 July 2027	AR	EUR 5,500
Online	12 – 16 July 2027	EN	EUR 1,800

Fees are per participant.

Contact us

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To register and for details, scan the code or visit:

https://harbor4training.com/en/courses/business-model-innovation