

Future Proof Business Model Design

4 module track

service science factory

■ ■ ■ research | business | education

UMIO *expand your perspective*

PROFESSIONAL - DEVELOPMENT



**PRODUCTS AND SERVICES
EXPIRE FASTER THAN EVER
BEFORE, INDUSTRY
BOUNDARIES ARE
DISAPPEARING, SECTORS
ARE BEING DISRUPTED.
FUTURE PROOF COMPANIES
CONSTANTLY CHALLENGE
THEIR OWN BUSINESS
MODEL, PUSHING THE
BOUNDARIES IN THE
INDUSTRY.**

**DISRUPT, OR BE
DISRUPTED.**



Future Proof Business Model Design

a structured approach to strategically innovate your company's existing portfolio of business models and make them more sustainable

- Learn from successful business models, how established companies are successfully innovating their business model & zooming into the business model of game changers
- Explore a variety of additional revenue streams for your business
- Explore new market segments
- What if... changing the rules of the game (value creation, value delivery, value capturing)
- You will work with a structured approach to business model building, helping you to strategically design and fortify your company's business model



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**PRACTICAL
ROADMAP**

**TRAIN YOUR
DISCOVERY
MUSCLE**

**BUILDING
FUTURE PROOF
BUSINESS
MODELS**

TRAIN YOUR DISCOVERY MUSCLE

WINDOW OF OPPORTUNITIES TO FORTIFY, STRENGTHEN, PROTECT AND GROW EXISTING BUSINESS MODELS, MAKING THEM MORE FUTURE PROOF



NEW OPPORTUNITIES



STEPS IN THE TRACK & LEARNING GOALS



SUPPORTS

What are the supports that strengthen you reaching your ambition?

**PEOPLE,
TOOLBOX,
MINDSET,
PROCESS**

**TRAIN
DISCOVERY
MUSCLE**

**EMBRACE
FAILURE**



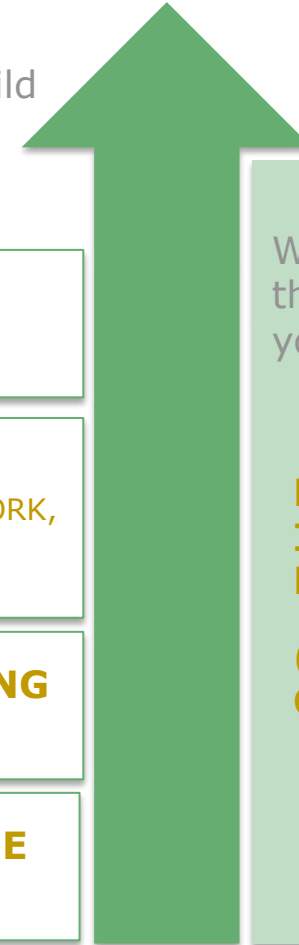
What are the 4 steps you have to take to build business proof business models?

4. TEST, DE-RISK + SCALE UP

3. INNOVATE AND FORTIFY YOUR BUSINESS MODEL HERE WE WILL WORK WITH THE 4 ACTION FRAMEWORK, BLUE OCEAN STRATEGY, 2014; BUSINESS MODEL DISRUPTION DESIGN, STRATEGYZER, 2020.

2. IDENTIFY DISRUPTION SPACES IN EXISTING BUSINESS OFFERINGS + SELECT FOCUS

1. DISCOVER, EMPATHIZE & UNDERSTAND THE PLAYING FIELD



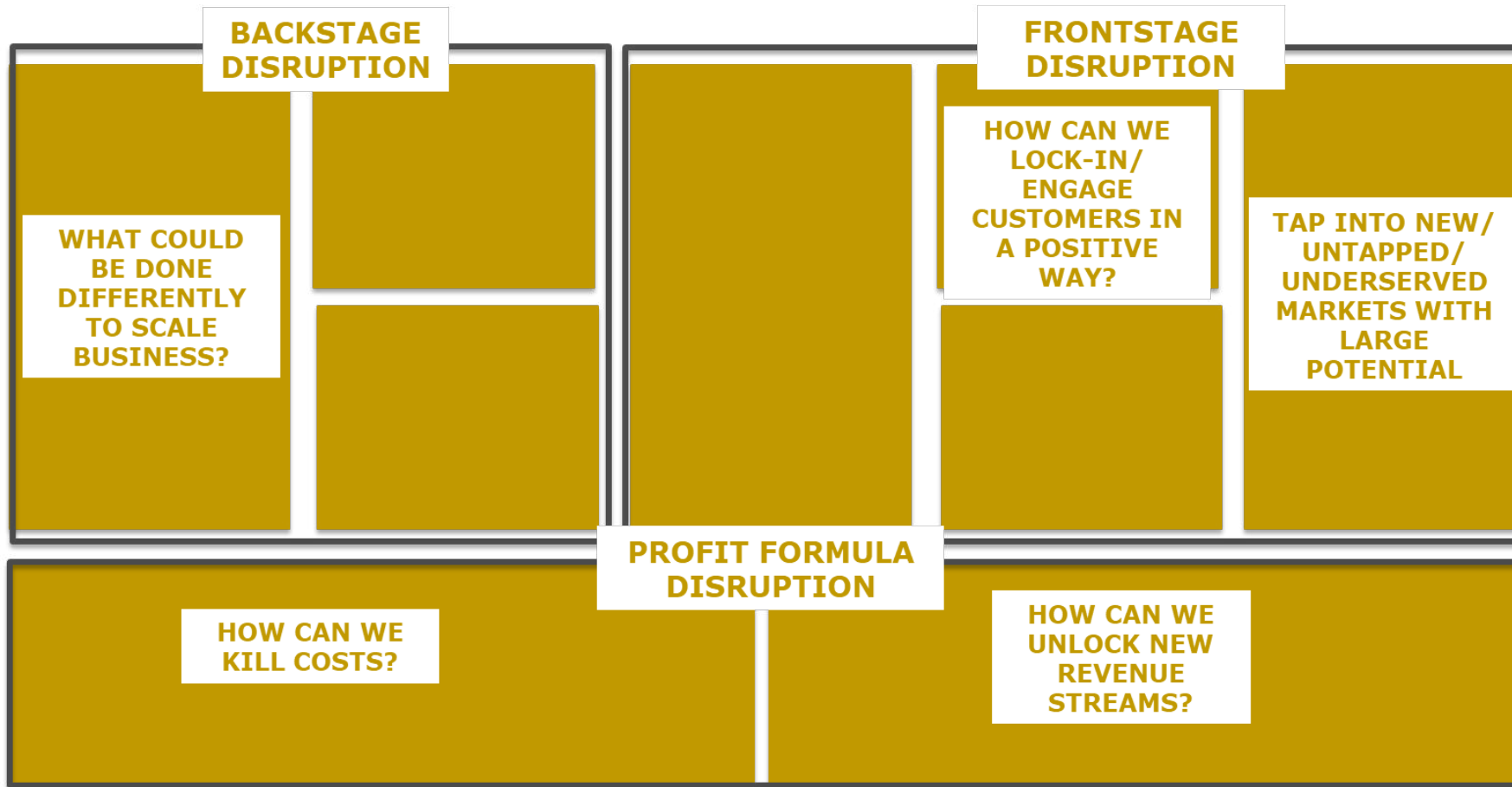
CHALLENGES

What are the obstacles that hinder you reaching your ambition?

**LOOK WITHIN
INDUSTRY
BOUNDARIES**

**(FALSE) FEELING
OF SAFETY**

GIVING YOU A SNEAK PEEK IN BUSINESS MODEL DESIGN



Strategyzer, The invincible company (Alex Osterwalder & co., 2020)

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PRACTICAL INFO

Registration fee for Open Enrollment:

- €6395,-: when 2 people from 1 company register
- €3995,-: if you sign up individually

Open courses are exempted from VAT

- It is possible to host this business model design workshop series for your team exclusively on your selected timings. Registration fee in company trajectory: € 10.000 ex. VAT per group (ideally 4-6 people)