



## Zurich-Basel Plant Science Center

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### 2 - Day Innovation Workshop with Isabelle Siegrist

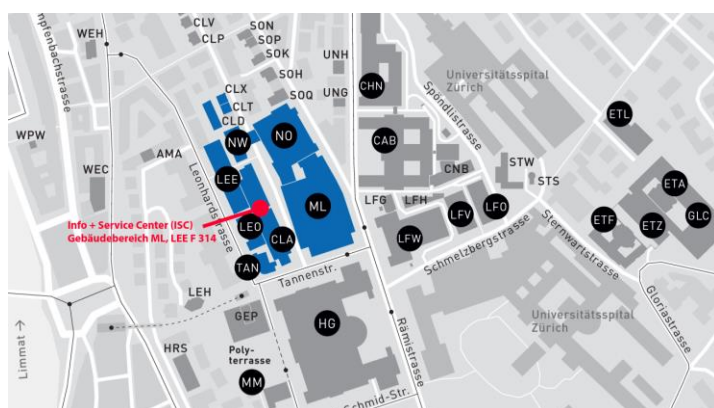
Business canvas and other tools - How to apply these tools to develop and present marketable prototypes

**Lecturer:** Isabelle Siegrist - sandborn gmbh

**Date:** October 18 and 19, 2022

**Time:** 9 AM to 5:30 PM, both days

**Location:** ETH Zürich Center, Building ML, Room E13 (*you enter the ML building best from Tannenstrasse*)



### Abstract

The participants will use the Business Model Canvas innovation tool to approach their start-up challenge or opportunity and learn how to present it in a clear structure.

Participants will learn to identify and communicate the nine key elements of a business model: Customer Segments, Value Proposition, Channels, Customer Relationships, Key Resources, Key Activities, Key Partners, Revenue Streams, and Cost Structure.

The completed project at the end of the course will be a polished Business Model Canvas that outlines the business case for a new product or service to address your selected challenge or opportunity. The final results of the participants will be presented with a short pitching deck by the participants at the end of the workshop.