



University of  
Zurich <sup>UZH</sup>

**ETH** zürich



Zurich-Basel Plant Science Center

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# feminno

## Innovation Workshop

Business canvas and other tools - How to apply these tools to develop and present marketable prototypes  
2-day Innovation Workshop (part of *feminno* program)

**Lecturer:** Isabelle Siegrist

**Location:** ETH, ML H How to get there: <https://cutt.ly/GE2HsUI>

**Dates:** October 19 and 20, 2021

**Time:** 9:00 AM to 5:00 PM

## 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.

## Individual Performance and Assessment:

Participants will work independently on their personal action plan.