



2 - Day Innovation Workshop with Isabelle Siegrist

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

Lecturer: Isabelle Siegrist - sandborn gmbh

Date: October 16 and 17, 2024

Time: 9 AM to 5:30 PM (both days)

Location: University of Zurich, **KOL building**, Rämistrasse 71, 8006 Zürich (see picture)

- Room on Wednesday: Building KOL, Floor H, Room 309
- Room on Thursday: Building KOL, Floor E, Room 18



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.

Please note: On Oct 17 we also get a short introduction to ETH entrepreneurship and UZH Innovation Hub (30 min each, after lunch).