



feminno

Innovation Workshop

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

Lecturer: Isabelle Siegrist, Sandborn GmbH

Dates: August 5-6, 2019

Location: STE L34 (meeting room) Stampfenbachstrasse 52/56, Zurich

Time: 9 am – 5 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.

Number of Participants: Program open to 20 female participants (when accepted by the *feminno* program).

Individual Performance and Assessment: Participants will work independently on their personal action plan.

The program is coordinated by the Zurich- Basel Plant Science Center and supported by the Swiss Federal Office for Gender Equality for the period 2017-2019.
