



2 - Day Innovation Workshop with Isabelle Siegrist

<https://www.linkedin.com/in/isabellesiegrist/>

<https://www.sand-born.com/>

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

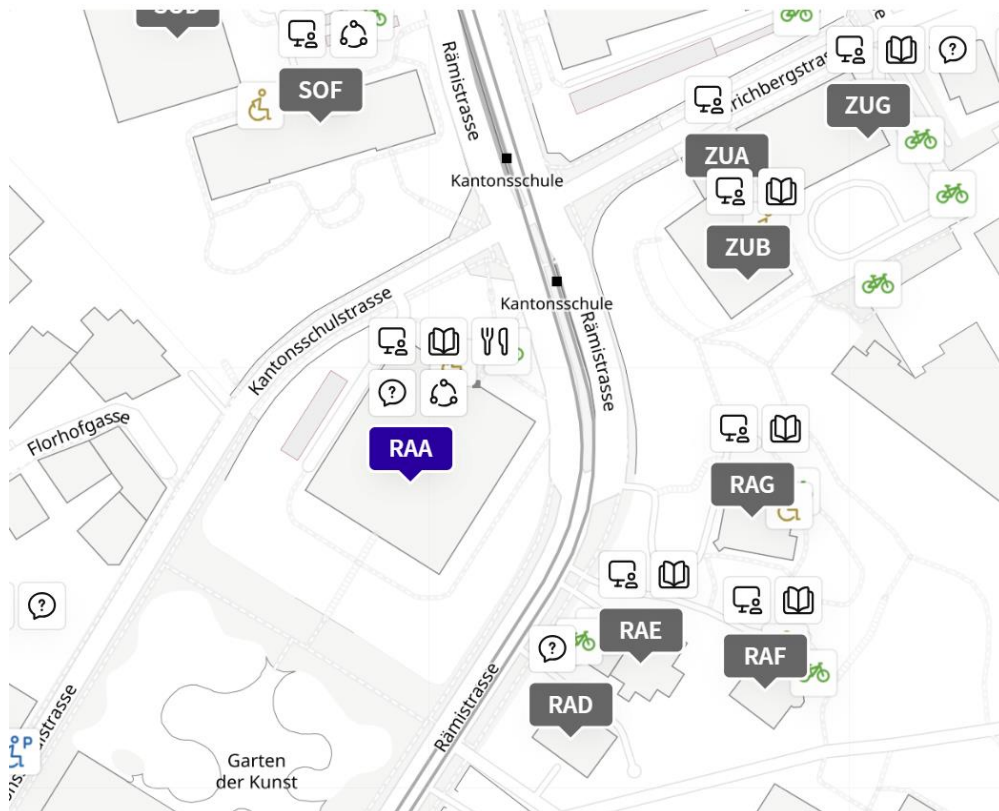
Lecturer: Isabelle Siegrist - sandborn gmbh

Date: October 23 and 24, 2023

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

Location: University of Zurich, **RAA building**, Rämistrasse 59
8001 Zürich (see picture)

- Room on Monday: RAA-G-15
- Room on Tuesday: RAA-G-01 Aula





University of
Zurich ^{UZH}

ETH zürich



University
of Basel

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.