

# Business Model Innovation

An Action Learning Program for  
Business Leaders, Entrepreneurs,  
Intrapreneurs, Design &  
Strategy Professionals



**IIT Hyderabad**  
**Dept. of Entrepreneurship & Management**



in collaboration with  
**Business Design Labs**

# Business Model Innovation

## Why?

Businesses, whether big or small, have to pivot their business models and strategies to stay relevant in the market.

With unprecedented challenges emerging every day, strong leadership skills, a humane approach to building superior business models is imperative.

This Leadership course is specially curated to enable business and venture leaders to handle these challenging times, which demands tremendous tinkering and innovation.

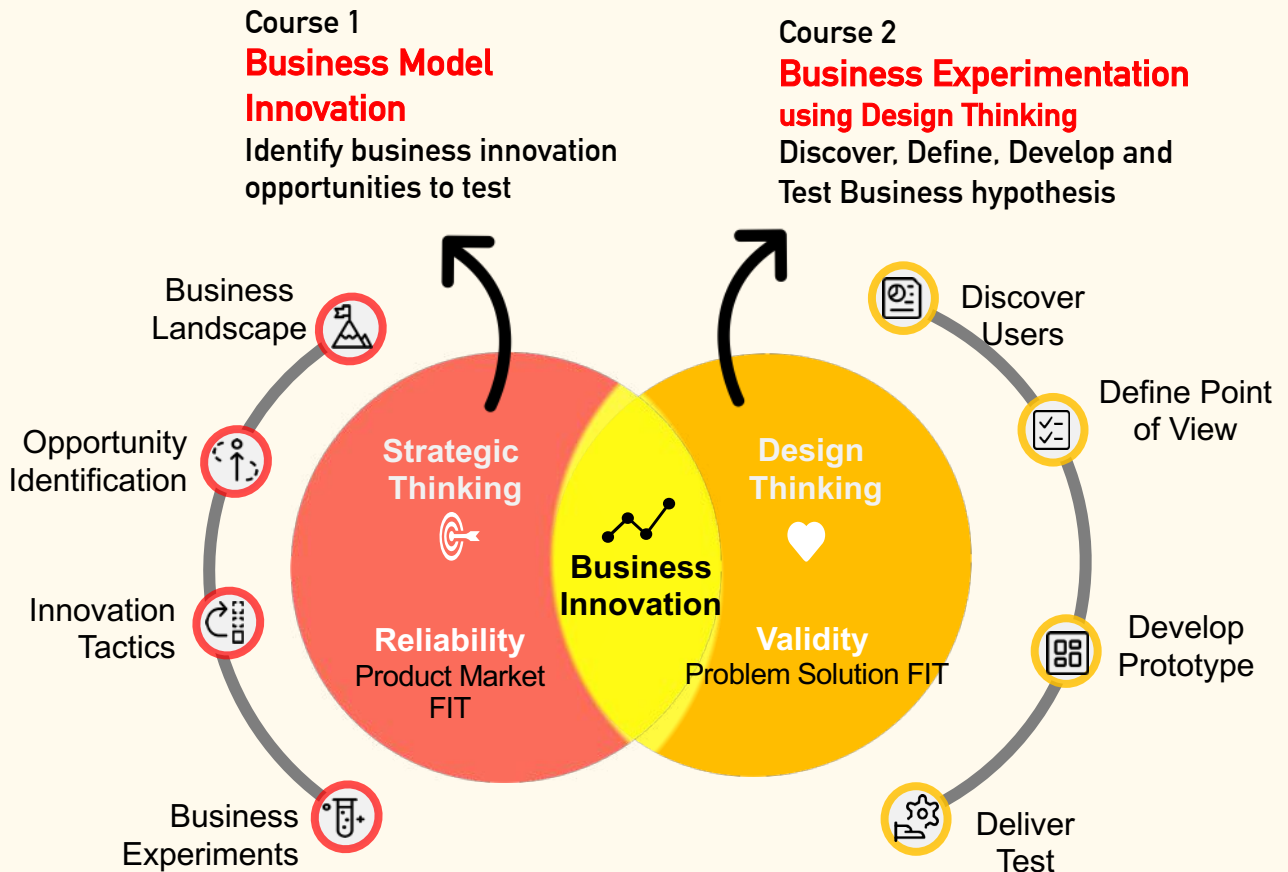
The Program aims to enable participants to **identify opportunities and design real time experiments** for discovering market needs and validate their riskiest assumptions.



# What?

2 Course Program - Delivered Virtually

- Develop problem solving skills
- Visualise and bring business ideas to life
- Design and conduct low fidelity business experiments



## Salient Features

- Cohort Based Program - Maximum 20 in a batch
- Action Learning; High Engagement Focused Workouts
- Professional Mentor; Virtual Facilitator Led Sessions
- Peer Learning; Team Collaboration
- Access to Digital Library and Tools
- Enrol for both or any one course

## Earn

**Certificate of Completion** in “Business Model Innovation” on submission of an application assignment + >90% attendance.

**Certificate of Participation** in respective courses on >90% attendance

# Whom?

The Program is specifically designed for Business Leaders, Growth Stage Entrepreneurs, Venture Builders, Intrapreneurs, Sr. Design & Business Strategy Professionals

Business and Venture Leaders registering along with their core team will benefit from implementing their learning together. Individual participants could team up with others and co-create their learning journey and experimentation.

# How?

The Program is delivered using MURAL, a virtual collaboration platform and Zoom, for audio and video collaboration.



For efficiently working virtually, participants are expected to have uninterrupted Hi-Speed Broadband Internet connection. Stable 4G connection would work most of the time.



This is a VIDEO BASED Program, involving breakout sessions and high intensity collaborative activities on a Mural board, so camera needs to be ON.

**PLEASE visit <https://em.iith.ac.in/bmi.html> for registration and fees related information.**



## Course 1

# Business Model Innovation

16 Hours - 4 Hours over 4 Consecutive Days



## OBJECTIVE

This action learning course, helps Businesses and Start-ups, design their business experiments using BDL Innovation Tactics and planning experiments at the least possible cost, to reduce risk to business and improve chances of success.



## KEY TAKEAWAYS

- Understand and Map the Business Context
- Identify Adjacent Market Opportunities and Targeted Value Proposition
- Explore Innovation Tactics that Build Stronger Solutions
- Design Business Experiments to Validate Hypotheses



## SESSIONS & OUTCOMES



Session 1

### Business Landscape + Context Map

Explore trends that impact existing business models

- Identify the key industry, macro-eco, customer and competition trends
- Identify Market and Industry Forces impacting the business model
- Articulate the rules, regulations and economic trends that impact the business



Session 2

### Market Opportunity Navigator

Prioritise your opportunities that shape your business

- List the core abilities of the company and key customer segments
- Evaluate every market opportunity and map them on an attractiveness grid
- Select opportunities based on business priorities and investment focus



Session 3

### Business Innovation Tactics

Decide unique value generators to fast forward growth

- Define how you want to deliver value to your customer
- Ideate on the business model elements
- Explore innovation tactics across business elements



Session 4

### Business Experiment Design

Identify the riskiest assumptions to test for value delivery and revenue

- Prepare the new business model blueprint
- Identify the assumptions across the business model elements
- Prioritise the riskiest assumptions that could invalidate the business model
- Frame hypotheses and identify the experiment methods to falsify them

## Course 2

# Business Experimentation Using Design Thinking Methods

15 Hours – 3 Hours x 5 Consecutive Days



## OBJECTIVE

This action learning course, provides an opportunity to experience Design Thinking in the business context. The focus of this course is to leverage the Design Mindset to understand the target customer, develop wireframes and low fidelity wireframes for opportunities and conduct test/mini pilot to validate the assumptions.



## KEY TAKEAWAYS

- Understand and Map the Business Context
- Identify Adjacent Market Opportunities and Targeted Value Proposition
- Explore Innovation Tactics that Build Stronger Solutions
- Design Business Experiments to Validate Hypotheses



## SESSIONS & OUTCOMES

Session 1

### Intro to Design Thinking

Experience the excitement of creatively solving problems

- Describe the Design Thinking Process and Steps from the challenge to the outcome
- Build Creative Confidence to solve any challenge



Session 2

### Discover

Understand and uncover your customers needs and things they want done

- Frame the Challenge Statement
- Finalize the Target Persona and prepare the Research Plan
- Elaborate the Empathy and Journey Map



Session 3

### Define

Transform customer data into actionable insights and opportunities

- Articulate Customer Pains, Gains and Jobs to Do
- Synthesize and Form User Insights
- Frame Opportunity Statements



Session 4

### Develop

Ideate and build a prototype for testing your innovation/solution

- Brainstorm Ideas
- Build concept posters and storyboards
- Create a Low Fidelity Prototype



Session 5

### Deliver

Design mini pilots and experiments to test your concepts and solution

- Decide Methods to Test Hypotheses
- Design the Mini-Pilot
- Implement User and Market tests

# Faculty



## **Dr. M.P. Ganesh – Program Director**

Head – Dept. of Entrepreneurship and Management

A humanities and social sciences scholar who has been evangelising and building the right cultural, environmental and norms to foster entrepreneurship across various organisations.

He has conducted various research studies as well as leads Leadership Development interventions and programs for managers and executives of different organisations.

He has designed and administered competency mapping and employee engagement surveys for organisation.



## **Mr. Ajay Parasrampur – Lead Facilitator**

Co-Founder Business Design Lab

Ajay draws from more than two decades of experience in Strategy Execution, Transformation and Business Innovation. He has been involved with business leaders on their strategic initiatives to grow and scale the businesses

He is a hands-on professional, has built businesses and continues his academic quest to discover ways to speed innovation, optimise cost of business experiments and get things done collaboratively.

He is an engaged mentor to multiple start-ups and business ventures. His own early entrepreneurial journey has been in biotech and professional education

## **We also conduct BESPOKE COMPANY PROGRAM**

### **BUSINESS DESIGN AND GROWTH – ROADMAP DEVELOPMENT**

This is a bespoke contextually designed program for the entire leadership team of a business unit or organisation. The Program objective is to facilitate leadership conversations, brainstorming, alignment, to co-create the business growth roadmap. It can be delivered virtually or a mix of in-person and virtual sessions.



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IIT Hyderabad





## CONTACT US



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**PLEASE visit <https://em.iith.ac.in/bmi.html> for registration and fees related information.**