Program Objectives

1. Open Innovation and Business Model Innovation
   Lean Startup Theory and Corporate Practice

2. Business Model Canvas and Customer Development
   External Customer Interviews, Round 1

3. Your Business Model and Internal Customers: Aligning Power and Politics
   Case Presentation

4. Refining the Business Model Canvas
   Business Model Canvas Revisions

5. How to Design an Effective Integration Plan for Your Venture
   Second Revision of Business Model Canvas

6. Synthesis and Barriers to Overcome
Program Objectives

Open Innovation and Business Model Innovation

Differentiate between an open and closed innovation system

Discuss the business model improvement continuum

Examine the differences between a startup vs a big corporation

EXERCISE

Lean Startup Theory and Corporate Practice

Compare different organization structures and strategies

Identify different types of corporate innovation

Describe the lean startup process

*This is a sample of the program topics. Objectives are subject to change.*
Program Objectives

2. Business Model Canvas and Customer Development

Understand the value and use of the Business Model Canvas
Identify customer discovery practices
Define customer interview best practices

EXERCISE
External Customer Interviews, Round 1

Application Work: Apply customer interview best practices by conducting interviews with real customers

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Program Objectives

C3 CORPORATE BUSINESS MODEL INNOVATION

**Your Business Model and Internal Customers: Aligning Power and Politics**

- Understand the role power plays in impeding or supporting innovation
- Assess where power sits in your company
- Identify strategies to build power for innovation

**EXERCISE**

*Case Presentations from selected company Corporate Innovation executives*

Describe how large companies successfully use lean startup methodology to support innovation

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Program Objectives

**CORPORATE BUSINESS MODEL INNOVATION**

4. Refining the Business Model Canvas

- Evaluate the three categories of metrics important to innovation efforts
- Use methodologies to apply each of the three metrics to your innovation efforts

**EXERCISE**

*First Revision of Business Model Canvas & 2 Minute Report-Outs*

- Work with a team to analyze and modify a Business Model Canvas
- Prepare an engaging presentation of your findings

*This is a sample of the program topics. Objectives are subject to change.*
Program Objectives

5 How to Design an Effective Integration Plan for Your Venture

- Analyze strategies for successful business model innovation
- Create new venture business model canvases utilizing these strategies

EXERCISE
- Second Revision of Business Model Canvas & 2 Minute Report-Outs
  - Work with a team to analyze and modify a Business Model Canvas
  - Prepare an engaging presentation of your findings

6 Synthesis and Barriers to Overcome

- Integrate learnings from the program and plan to successfully implement new methodologies in your organization

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