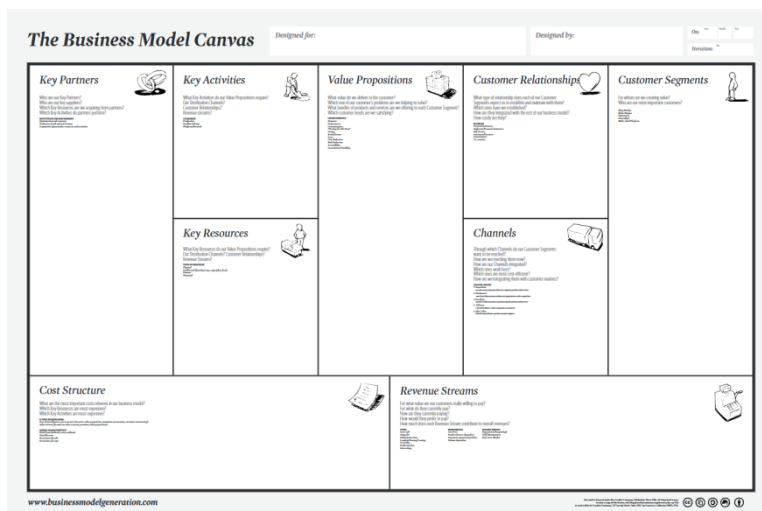
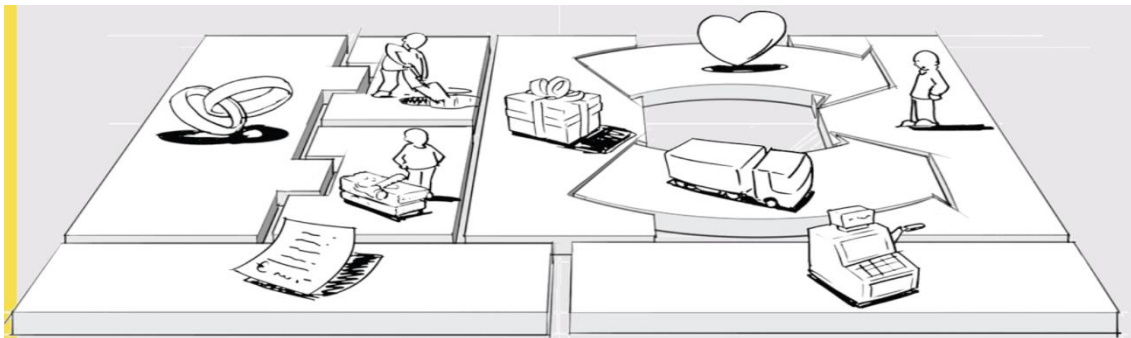


Business Model Generation and Validation



Course Outline (Workshop 25h):

- Week 1: Early Market Analysis
- Week 2: Generating Business Models
- Week 3: Customer Development
- Week 4: Improving the Business Model



Assessment: 4 Assignments

Learning Outcomes:

After successful completion of the activity, the participants are able to:

- understand the key concepts of Business Model Generation and Customer Development
- develop and apply those methodologies to the early stages of Business Projects
- use techniques for the market perception of a Business Idea

For further information please contact office@food-sta.eu