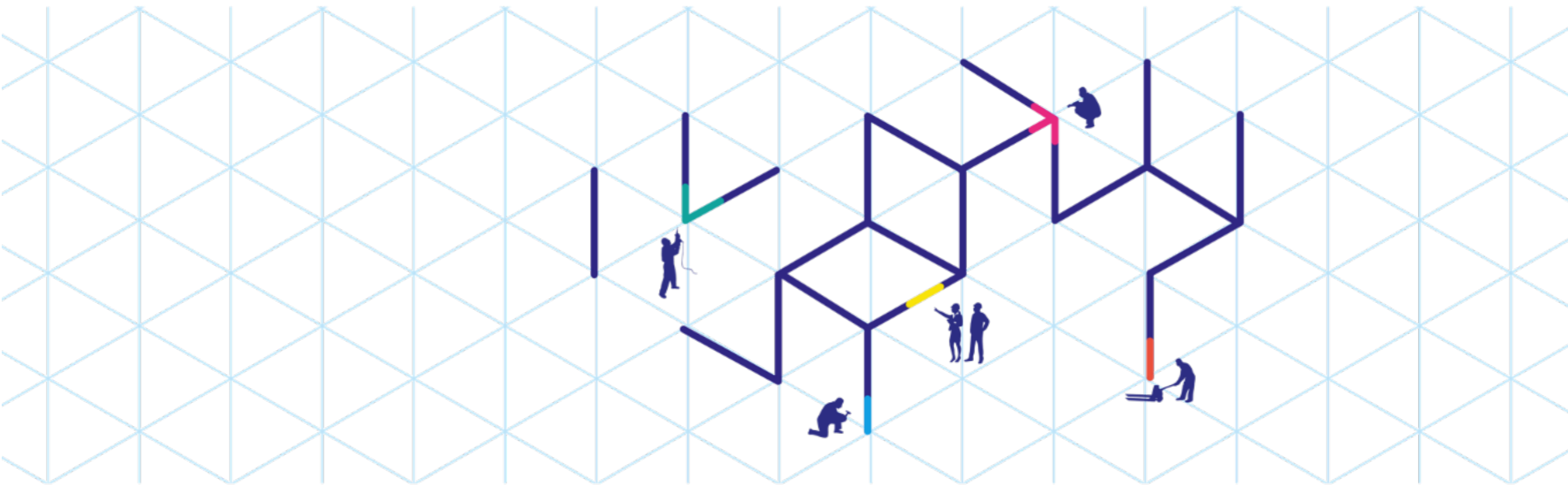




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Technical Working Group 4 – Market Acceptance – Athens - Day One

Business model canvas concept

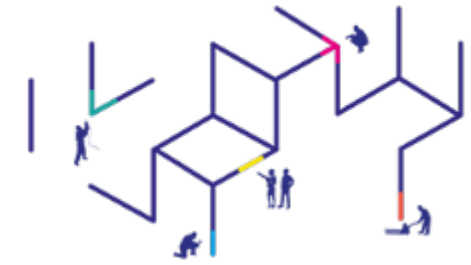
- Introduction - Andro to present overview of the concept
- Exercise one - Business model canvas for a tree.
- Exercise two - Business model canvas - well known company
- Exercise three - Business model canvas for your

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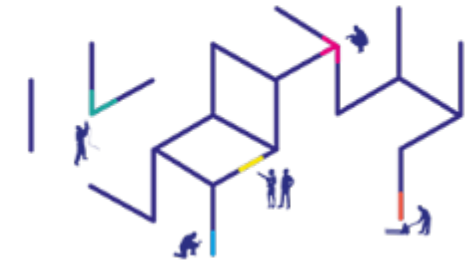
Exercise one (5- 10 minutes)

- Each participant to prepare a business model canvas for a tree. For example the needs its meeting include food, oxygen, wood, etc. The purpose is to make the participants think in a creative way about how the concept works. The outputs from this could be useful for starting the value proposition exercise on day 2.



Exercise two (5-10 minutes)

- In groups of about 4 (3 groups in total). Each group to come up with a business model canvas for a well known company – e.g. LinkedIn (as most people present will know what this is). At the end of the exercise the real canvas for this organisation will be shown, so each group can compare what they have done with it.



Exercise Three

- Step 1 – Prepare the model as it is. Present the model (this will need to be in three small groups in order to get each person to do it within the time available)
- Step 2 – Consider the value proposition in more detail – who are the main customer groups and what do they want
- Step 3 – Adjust the model in line with the outputs from step 2.

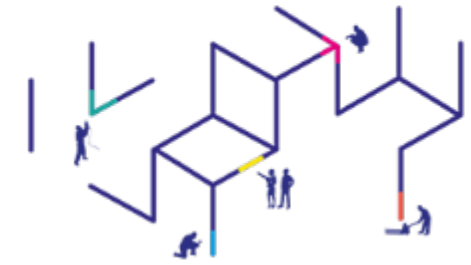


Technical Working Group 4 – Market Acceptance – Day Two

Value proposition canvas concept (09.30 – 11.00)

- Introduction (5-10 minutes) – Andro to present overview
- Exercise (60-70 minutes) – Each of 4 groups to consider the jobs, pains and gains of 1 customer group and its link to their value propositions
- Next steps (5-10 minutes) – Group discussion of what outputs the TWG want to end up with

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Next steps –

- What outputs do we want to end up with?
- We have:
 - Survey and discussions from the first two meetings (to be expanded with more surveys)
 - Business plans and value propositions
- What else might we do?
- Need a follow up conversation prior to the next (and final) meeting in May.

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9th EU exchange meeting

6 - 7 Dec 2016 @ATHENS

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THANK YOU!

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