

Captum MasterClass

Business Modelling for Innovation



Why Innovate?

- The pace of technology change continually escalates
- The global economy will be depressed for several years

Innovation is the Key to survival



Who is using innovation models?

"We don't have a traditional strategy planning process like you'd find in traditional technical companies. It allows us to innovate very, very quickly,."

Eric Schmidt, CEO Google



Innovation Drivers

Struggling in this economy?

Stuck in a rut?

New Start-up?

Business
Enterprise

Not for Profit?

Technology Transfer

New **NHS** Services

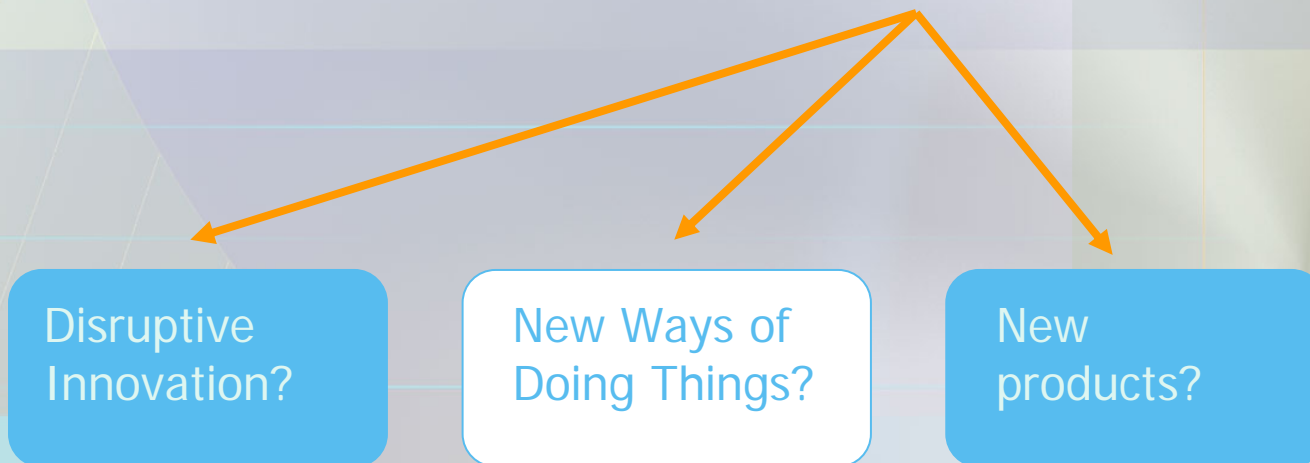
Can't see the wood for the trees?

This MasterClass is for You

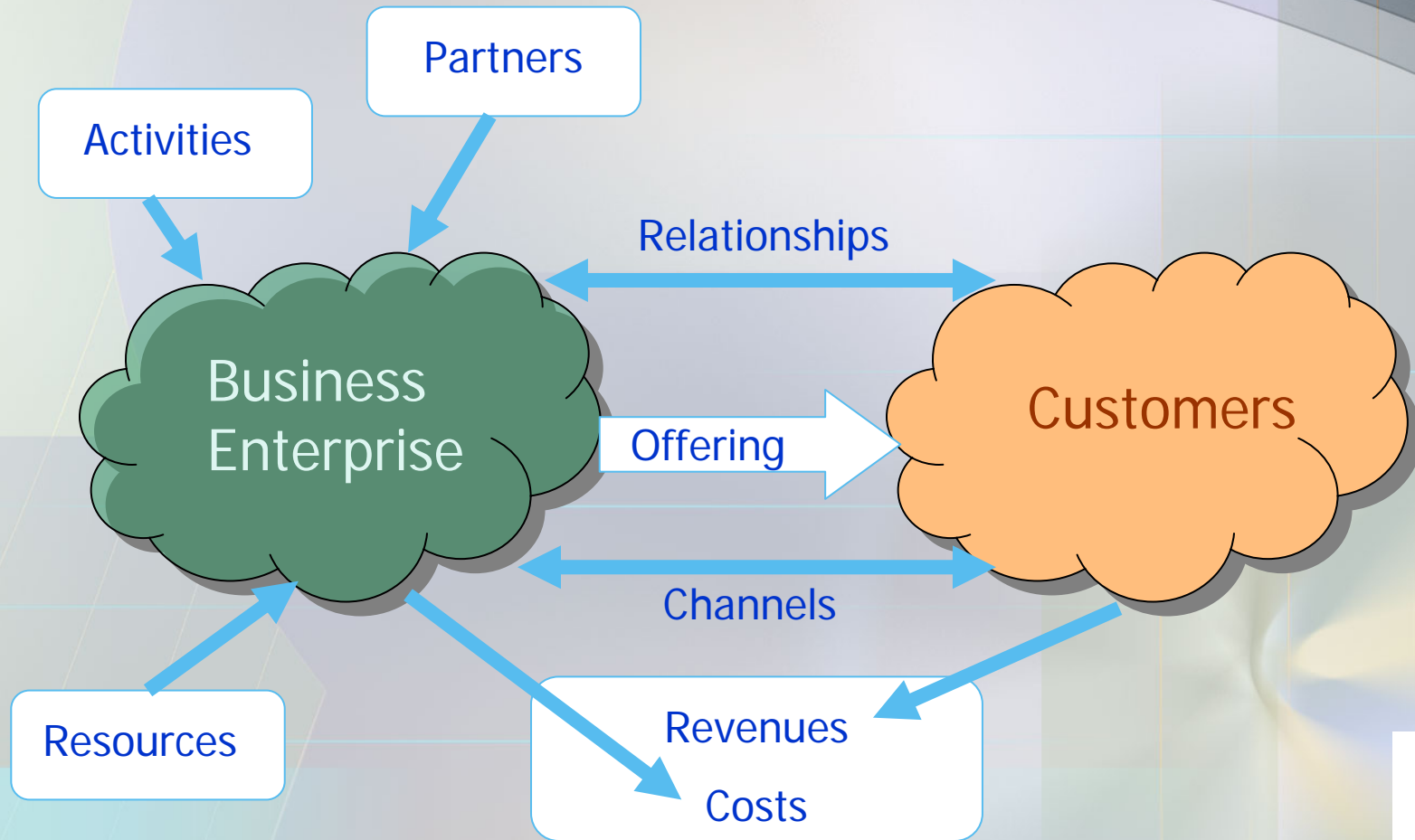


Business Models

- Most business plans don't survive a year
 - or their first customer meeting
- Innovation in Business Modelling
 - Leads to sustainable innovations



Innovation in Business Modelling



Business Model Canvas

- A language for describing, visualising, assessing and changing business models
 - Alexander Osterwalder and Yves Pigneur, *Business Model Generation* 2010
- 14+ million hits on Google
- Business Model Canvas Set to Explode
 - Paul Hobcraft, *Innovation Excellence* 2012

Can you ignore BMC?



The Modelling Process

- A simple intuitive model reduces complexity to a manageable task
- Develop the model as a design process
- Utilise creativity tools
- Test and evaluate models

Develop a robust, sustainable model



What you will learn

Business
model
concepts

Modelling
as a design
process

Creativity
and
innovation
in model
development

Testing
and
implement-
ing models

Small group
modelling
cases

Questions...
and...
answers



What its *not* about:

	A	B	C	D	E
1	ReJuv8				
2					
3	Income and Expense Forecast				
4	£000s				
5					
6		2011	2012	2013	2014
7			Scale-up	Clinical	Clinical
8				Trials-1	Trials-2
9	<i>Gross Sales</i>				
10	<i>Royalty Rate</i>				
11	Income				
12	License Fees	225	1000	1500	2000
13	Royalties				
14	Total	225	1000	1500	2000
15					
16	Expense				
17	R&D	750	2000	1500	1500
18	Admin	500	500	500	500
19	Total	1250	2500	2000	2000
20					
21	EBITDA	-1025	-1500	-500	0
22					

Spreadsheet models

Business Plans

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Join us

MasterClass: Business Models for Innovation

- You won't develop a new model for your business (in half a day), but
- You will experience an exciting new model design process, and
- Take away the tools you need to

Develop a robust, sustainable model



MasterClass: Business Modelling for Innovation

Møller Centre, Cambridge

Thursday 9th February 2012

01:30 pm am to 5:00 pm

Registration fee: £175+VAT

Register at:

www.captum.com

