

MasterClass: Business Models

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Program

Conventional business plans with an emphasis on markets, technology and finance usually don't survive their first year, or the first customer meeting. This MasterClass introduces a conceptually different and inherently more robust approach to business strategy development.

Topics covered will include:

- ▶ Why business plans fail
- ▶ The 9 building blocks of business models
- ▶ Business model templates
- ▶ Business modelling as a creative process
- ▶ Life science case studies
- ▶ Developing your business model
- ▶ Business model implementation



Who Should Attend

The MasterClass is for innovators, game changers, anyone who wants to create a new business, or reform an existing one. It is for businesses as well as public sector and not-for-profit organisations.

Based on the widely acclaimed *Business Model Generation* by Alex Osterwalder and Yves Pigneur, the MasterClass adapts their innovative thinking to early stage life science companies.

Note:

This MasterClass is NOT about spreadsheets and financial modelling!

Registration

Advanced registration is required; MasterClasses are often oversubscribed. Register on-line at www.captum.com.

Companies that want to outpace the competition throw out the script and improvise their way to new strategies.

Rosabeth Moss Kanter, Harvard Business School