



*The Labs had a profound effect on us and we are already incorporating lots of the ideas into our plans.*



Lucy Jewson, Frugi

LAB DATES

11<sup>th</sup> June

18<sup>th</sup> July

1<sup>st</sup> Aug

9am – 2pm

## OVERVIEW OF TOPIC

### Business Model Optimisation Lab

How does your business deliver and capture value? Is your current model effective? Does it meet the needs of your existing consumers, or tomorrow's consumer? What other business model options are there? If it has been a while since you considered question like these, then this lab is for you!

Our Business Model Optimisation Lab will guide you through a structured and interactive process to revisit your business model, identify what is working well and spot opportunities for change. Working side-by-side with like-minded business leaders, you will use a contemporary business modelling tool, the **Business Model Canvas**, to take a fresh look at your business. Bringing fresh learning directly from Alex Osterwalder, the father of Business Modelling, Jamie and David will navigate you through the use of this powerful tool to re-imagine your business model.

## WHAT WILL BE COVERED?

Entrepreneur and business optimisation coach, David Bone, has taken small businesses and led them to become big businesses in Cornwall and beyond. Bringing his war wounds, accolades and successes, David will support you to revisit and refresh your business model – equipping you to meet emerging and future consumer needs.

### **Along with your peers you will:**

- Reflect on established and new models for doing business; how are consumer behaviours and needs driving businesses to adapt?
- Take time to refine your business' value proposition and hone your core competencies
- Better understand your customer segments and channels for reaching them
- Identify how to optimise capacity and manage resources – how do you drive greater value out of your business model?
- Recognise your limiting factors and any single points of failure within your business
- Refresh, adapt or pivot your business model

## OUTCOMES

The Lab will provide you with visual tools and increased confidence to revisit your business model, spot new opportunities for delivering your business activities and identify the best platform for scaling your business.

Plus the support from your Business Development Manager, your peers from the Lab and access to a range of resources, including some potential funding, will help you as you make the journey.

Call our Client Services team to book now on 0845 600 3660