

TIAS Business Model Pressure Cooker for Sustainable Business

TIAS Business Model Pressure Cooker brings together start-up teams or individuals with TIAS Executive MBA participants in a two-day intensive workshop with the goal to develop a number of plausible business models for the start-up or entrepreneur/researcher.

Start-up participation is FREE OF CHARGE.

For who

Startup teams or individuals with a **sustainability business idea or innovation** who can use executive support in developing preliminary business models. We are explicitly looking for sustainability ideas or innovations, which connect to the people, planet, profit (3P) principle as this is part of our mission.

The business model pressure cooker is especially useful for start-ups and entrepreneurs in the early stages - **pre-seed and seed** - who are (re)formulating a product or service story for one or more market segments.

How

During the two-day workshop you will work in teams with participants of our Executive MBA programs. These participants are at the final stage of a two-year Executive MBA, which they complete while working. Our Executive MBA participants come from different sectors and have different backgrounds. Their expertise, experience, and network could be valuable for start-up firms.

Scope

During these two days, you will obtain free business modeling training, which you can use in a start-up as well as mature organization context. You will be inspired by plenty of business model examples while working with a hands-on tool that will help you to generate new business models.

DAY I

What & Why of business model innovation

- Wat is a business model?
- Inspiring warming-up examples of successful startups and corporates
- How complete sectors are changing

How-to: Business model creativity tools and workshop

- Starting with a pitch and team formation
- Overview of the Business Model Blocks
- Learning from Business Model patterns
- Designing new Business Models in teams

DAY II

Workshop and Pitching session

- Designing new Business Models in teams (Continued)
- Pitching your Business Models

At the end of the two days, each team will present the outcome – different preliminary business models – to an expert panel in which venture capitalists participate. This provides the chance to pitch as well as to get familiar with the venture capitalist approach.



Practical information:

Data: Friday 28 August (08:30-18:30 hrs) & Saturday 29 August (08:30-16:30 hrs)

Location: Campus Tilburg University, TIAS School for Business and Society

Parking: located at 5037 GD, Hogeschoollaan, Tilburg www.tias.edu