

THE UNIT.

COMPANY

| BUSINESS MODEL INNOVATION

BUSINESS MODEL INNOVATION (BMI)

Developing new ideas is something entrepreneurs regularly have to deal with. But how can you turn a brilliant idea into a successful product or service? How do you go from idea to implementation? In short: how do you make your organisation future-proof?

Business Model Innovation is for anyone who delivers value or aims to deliver value to customers. Both managers and employees; industry as well as government can use it.

By means of examples and exercises we will bring the concept of business models to life. We also take a look at world famous organisations in profit and non-profit. We will take you through the “why” and “what”, to the “how” of business models. We will innovate our own business models in a practical way using multiple techniques, and finish with the relation to implementation.

APPROACH AND SUBJECTS

Energetic presentations are interspersed with practices. In groups and in pairs you will develop business models. You will develop new ideas and together we will assess them on their usability. You will apply patterns to your own business model. Through videos and many examples, it comes to life and is made recognisable.

THE FOLLOWING SUBJECTS WILL BE COVERED:

- Business models, why and which
- Business Model Canvas
- Your business model
- Business Model Innovation (including innovation from a position of strength, implementation of patterns)
- Tips en tricks for business models
- Improve or Disrupt: Analysing business models
- Trends in your business model (internet-of-things, API-economy, 3D-printing, sharing economy)
- The Canvas and other business models approaches in chains
- Business Model Implementation 1. Front (customer journey, channel strategy, pricing)
- Business Model Implementation 2. Back (including partnerships TOGAF®, ArchiMate®, Requirements Management, Lean, etc.)

+ NEXT STEPS FOR YOU

CUSTOM WORK ALSO AVAILABLE

A course that is regularly offered by us is the 3-day innovation workshop series "From idea to implementation". Customised courses are also possible, however. We'd like to discuss the customisation possibilities with you.



The Unit Company Coach: Remco Blom

The Unit Company deploys Remco Blom for this course. His motto is: "You learn more on a fun day!" As an experienced innovation consultant and business architect, Business Model Innovation is one of his tools for structural change. Through his broad business background and experiences in many projects, he looks at propositions and organisations from a variety of perspectives. Remco ensures



energy and pleasure, as well as solid content with applicable theory and many examples. Apart from Business Models, Remco's expertise areas are Business Architecture, TOGAF® and ArchiMate®. Among others, he has coached people from AkzoNobel, NS, Telegraaf Media Group, ABN Amro Bank, Belastingdienst, Wageningen University and Research Centre, as well as many districts and startups.

ABOUT THE UNIT COMPANY

The Unit Company is an accredited education institute with a focus on digital transformation, architecture and business innovation. We work for a number of universities, governments and companies, both nationally and internationally.

Our courses are aimed at managers, consultants, specialists (SME), project leaders, and architects.

We provide class training experiences as well as in-company training. The courses are taught by our consultants, providing many practical examples and applicable knowledge. With their experiences gained directly from the workplace, they have become experts in their field. The Unit Company delivers TOGAF® and Archimate® classroom courses, which are accredited by The Open Group. In addition, The United Company's courses are registered at the CRKBO (the Dutch Central Register for Short Vocational Training).

INCOMPANY TRAINING

Apart from monthly classroom training, a training program customised to your company is also possible. An in-company training can be fully tailored to the needs of the client. Such customisable examples include: format, location, time and date, and duration. It is also possible to bring in your own examples.

Our customers:

Shell KLM Martinair
 UMC KPN Heineken
 Enexis ORACLE MAMMOET
 NUON KPMG