

# Course : Creating your business model

Knowing how to formalize it and make it evolve  
*Practical course - 2d - 14h00 - Ref. FBM*  
*Price : 1650 CHF E.T.*

The business model is the foundation of your start-up or investment projects. It supports your pitch to your partners or investors. Both a commercial and financial tool, it meets certain economic and financial requirements. This training course provides you with the resources you need to build your business model.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand the importance of establishing your business model in light of today's challenges
- ✓ How to use the "Business Model New Generation" canvas
- ✓ Identify the different types of business models
- ✓ Learn to re-evaluate your business model by creating different possible scenarios

## Intended audience

Entrepreneurs, business start-ups or takeovers, company directors, product managers, business unit directors, profit center managers, financial executives, operational managers.

## Prerequisites

Connaissance de base d'Excel.

## Practical details

### Hands-on work

Each participant sets up his or her own business model and develops it over the course of this active training course,

### Teaching methods

Active teaching

## Course schedule

### PARTICIPANTS

Entrepreneurs, business start-ups or takeovers, company directors, product managers, business unit directors, profit center managers, financial executives, operational managers.

### PREREQUISITES

Connaissance de base d'Excel.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 The origins of the Business Model

- Define a company's missions, visions and values.
- Define a business model and determine its usefulness.
- Learn how to use the Canvas matrix: value proposition, customer segments, distribution channels, etc.
- Deepen your knowledge of customer behavior and understand their real needs and aspirations.

### Group discussion

Create economic models from preconceived frameworks.

## 2 The objective of the Business Model

- Understand where a company's competitive advantages lie.
- The Business Model in its environment, with complementary matrices (PESTEL or PORTER's 5 forces).
- Determine the key success factors of a market.

### Hands-on work

Complete the business model in place.

## 3 Business model typologies

- Les facteurs-clés de succès d'un marché à travers différents modèles de revenus, du Freemium à la longue traîne.
- Identify models with negative WCR and seek to align cash flow with performance.
- Analyze the external environment, competition and current trends.

### Hands-on work

Discussions between participants on different business models proposed and formalized. Use of tools complementary to the Canvas matrix.

## 4 Business model creativity, adaptation and innovation.

- Learn to generate new business model ideas by anticipating the evolution of possible scenarios.
- Question the dominant assumptions and retain only those with a future.
- Renovate a business model by designing differentiated prototypes.
- Create a real, sustainable and defensible competitive advantage and identify the constraints of change.
- Adopt a common language and tell a visual story through storytelling.

### Hands-on work

Group creativity games on the transformation and creation of Business Model prototypes based on hypotheses.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.