



Business Design Lab

PROGRAM IN BUSINESS MODEL INNOVATION

NEXT COHORT BEGINS - APRIL 2022

APPLY NOW

In today's market scenario where Businesses are operating in a complex context, **80% executives feel their current Business Models** are at risk. While **84% agree that innovation is critical** for their growth strategy, very few feel satisfied with the innovation performance.

(Mckinsey Global Innovation Survey, Mckinsey Analysis)

The Certificate Program in Business Model Innovation is an Action Learning Program combining Business Model Design and Experimentation using Design Thinking.

Who is this Program for?

- **Venture Leaders** looking to identify growth / scale up opportunities for their business
- **Business Leaders** with an established growth opportunity, now trying to understand 'How' to modify their business to tap into the opportunity
- **Product Managers** who have a product / service idea and want to test it for feasibility and viability before hitting the 'Go' button
- **Strategy Professionals** who feel the existing methods for insight generation are repeatedly falling short of the 'Aha!' moment
- **Senior Design Professionals** looking to bring the business aspect more deeply into designing and solutions
- **BU Heads** responsible for aligning their BUs to the Organization's vision and strategic goals
- **Innovation and Transformation Managers** leading the innovation challenge at their workplace
- **Managers** who intend to learn how to understand their customers better, align business creation with organizational goals and design for Enterprise Entirety.




Program Structure

- 8-week intensive with 65hrs. of live online sessions
- Open office hours for discussion and query solving with facilitators
- Individual and peer group projects
- Classroom learning fortified through weekly assignments
- Mandatory Capstone for completion

Program Journey

- Week 1 ● Orientation and Cohort Onboarding**
 - Introduction to Business Modelling
 - Understanding the process and mind-set
 - Assignment pre-week 2
- Week 2 ● Business Landscape and Opportunity Framing**
 - Map Business Context and Explore Trends
 - Discover New Opportunities
 - Prioritize Opportunities to pursue
 - Assignment pre-week 3
- Week 3 ● Opportunity and Stakeholders**
 - Framing Opportunity Statement
 - Zooming into Target Segments
 - Applying Business Innovation Tactics
 - Assignment pre-week 4



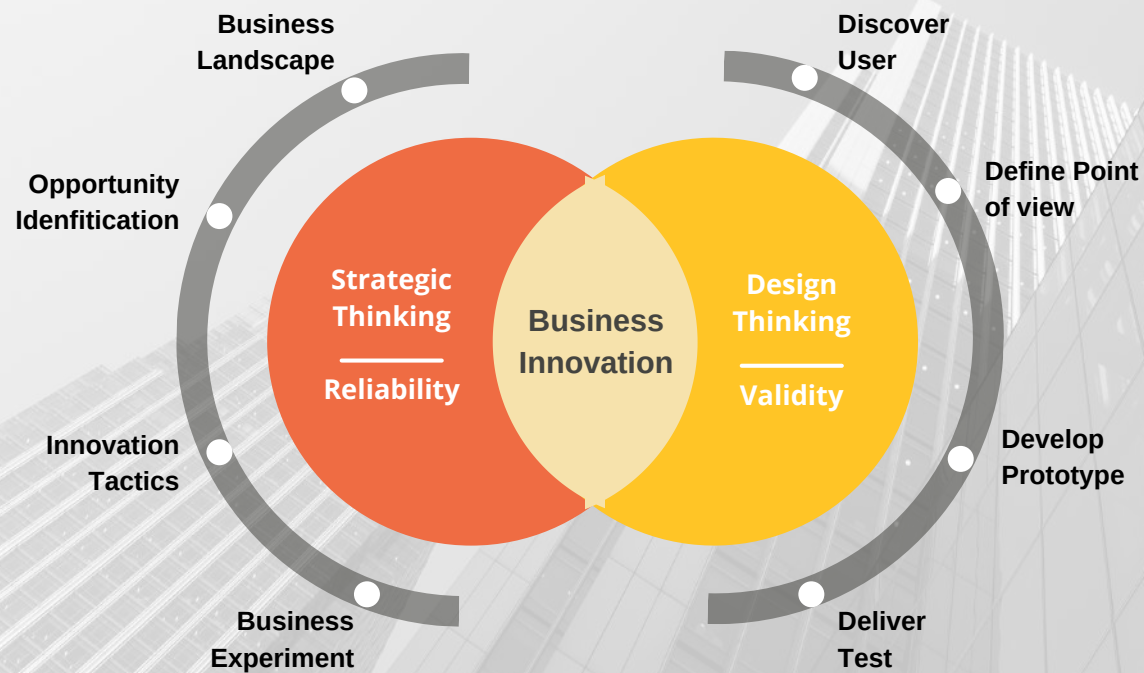
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- Week 4**
 - **Assumption and testing**
 - Determine the Riskiest Assumption
 - Experiment Designing for User Discovery & Solution Validation
 - Assignment pre-week 5
 - Week 5**
 - **User Discovery**
 - Leverage Design mindset to understand your Customer
 - Prepare your User Research Plan and Scripts
 - Assignment pre-week 6
 - Week 6**
 - **Discover Opportunities and Ideas**
 - Learn how to transform Customer data into actionable insights
 - Brainstorm Ideas / Solutions / Concepts
 - Storyboard the Idea for clarity
 - Assignments pre-week 7
 - Week 7**
 - **Validation Gameplan**
 - Frame Hypothesis and decide methods to test them
 - Design User and Market Test Plan
 - Assignments pre-week 8
 - Week 8**
 - **Deliver**
 - Demo day
 - Feedback and way forward

A Week in BMI Program

- Friday - 3.5Hrs Classroom session
- Saturday - 3.5Hrs Classroom session
- Sunday, Monday, Tuesday - Individual + Team work
- Wednesday - Peer Group Meeting
- Thursday - Weekly assignment due + Performance Journaling

Learning Experience

Each opportunity and innovation will be designed by the participant in their context and tested with their real users/customers. Leveraging BDL's library of methods, the participants can build a transient competitive advantage for quick business turnaround or visually design the vision of the venture.



Learning Experience

- Action Learning & Capstone
- High Engagement Focused Workouts
- Virtual Facilitator Led Sessions
- Visual Collaboration
- Digital Toolkits and Learning Guides

reflective-feedback
sessions to deepen
your thinking

REFLECT

**Action
Learning**

APPLY

practice methods on your Capstone,
build your skills and confidence

SHOW

share and discuss your work with peers
and mentors.

facilitator engagement through stories,
expertise and practice

LEARN



Capstone Projects from Previous Batch

- Opportunity Discovery and Market Validation to launch a New Health Care Venture in UAE
- Validating the Product Market for a Retail Trade Marketing Optimizing Platform
- Design the a new Service Delivery Model for Data Analytic and Hub Platform
- Transforming Customer Engagement with data and AI to reduce TCO of Large Water Management Systems

Program Facilitators



Iva Sladic Keco

Iva is a Design Leader and Strategist who has designed and facilitated 100+ in-person and virtual workshops and led transformative projects for Strategy Development, Team Alignment and New Product-Service Systems Design. In May 20' Iva participated in Global Virtual Design Sprint and was voted one of the top three contributors among 140 global participants.



Ajay Parasrampur

Ajay has 25+ years of experience in Strategy Execution, Transformation and Business Innovation. He dives deep into a Business context, adopt its nuances and generates breakthrough insights. Combining this experience with his Design Thinking expertise, he plans and executes C-level programs for global MNCs and mentors multiple Start-ups in their success journey.



Next Cohort Begins - April 2022

Application Requisites

- This is an **8-week intensive action learning program** with a high level of engagement during and after classroom sessions. Each week, the participants are expected to dedicate -
 - 7hrs. for weekly class session
 - 4hrs. for assignments / Capstone
 - 40mins. for peer group meets
- The program is delivered online using virtual collaboration tools. The participants are required to have an internet speed of 50Mbps or more, quality video input and a two-screen set up. This is critical to the program experience and learning.
- We follow a simple No-black screen policy. A participant must turn on his/her camera for all sessions.

[Apply Now](#)

