

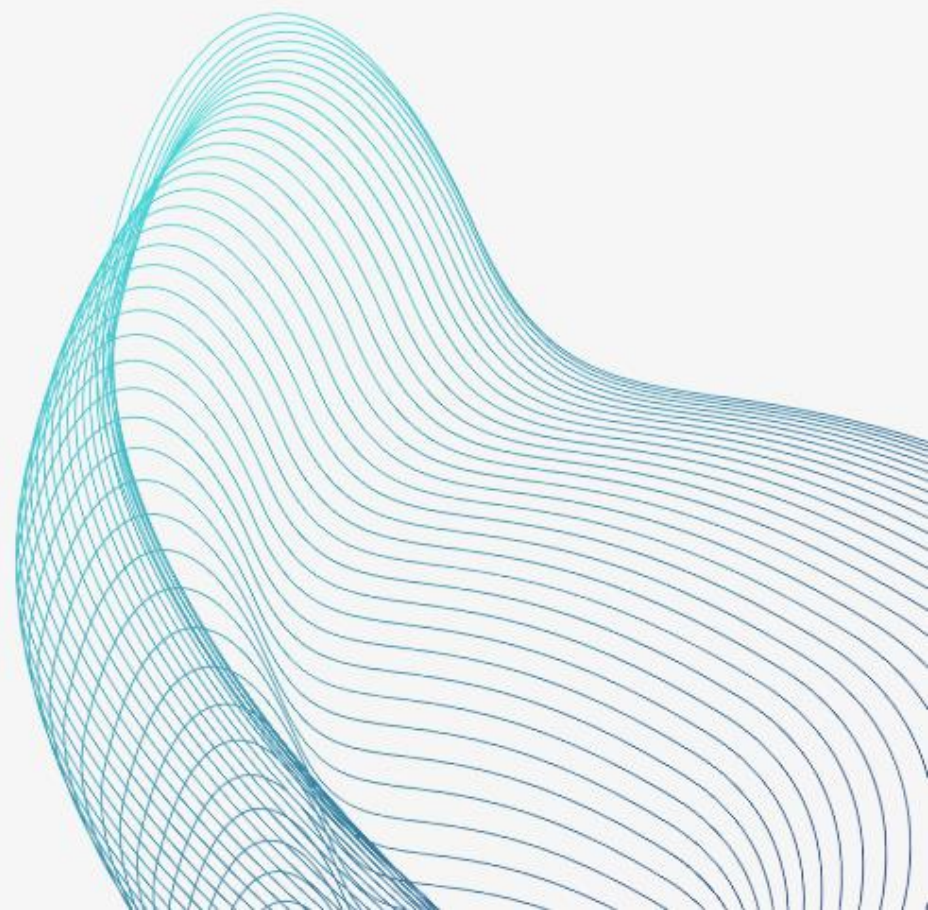


**Training Courses**  
For Business Development



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# 8 Key Elements of a Business Model Workshop



# Workshop Objectives:

1. Identify and define the unique value proposition, revenue model, market opportunity, competitive environment, competitive advantage, market strategy, organizational development, and management team for a business idea.
2. Collaboratively create a robust business model for a given business idea.
3. Critically analyze and provide constructive feedback on another group's business model.
4. Reflect upon and incorporate feedback to refine and improve their own business model.

# What is expected of you:

- Each group will explore and document their decisions on each of the eight key elements as they relate to the chosen business idea:
  - Value Proposition: What unique value does your business offer? Why should customers choose your products or services over competitors?
  - Revenue Model: How will your business generate revenue? Will it be from sales, subscriptions, advertising, or a mix?
  - Market Opportunity: Identify your target market or niche. What is the potential customer base and projected demand?
  - Competitive Environment: Identify potential competitors and assess their strengths and weaknesses.
  - Competitive Advantage: What unique strengths does your business possess that give it a competitive edge?
  - Market Strategy: Develop your plan for reaching and retaining customers.
  - Organizational Development: Outline the structure of your business. How will operations be managed to efficiently deliver your product or service?
  - Entrepreneurial Team: Who are the key members of your team? What skills and experiences do they bring to the table?



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