

# Business Model Bootcamp

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**“Live” Masterclass**

*Engage with Imperial academics “live” online*

Business models explain how a business succeeds to create, deliver and capture value. They are about designing the organisation to enact an opportunity. While there are numerous entrepreneurial opportunities, the challenge is to create viable businesses through designing appropriate value propositions, profit formulas, resources, and processes.

Through the learning journey, participants will be able to systematically understand, design & differentiate new business models and facilitate innovative ideas for novel products and services. Guest speakers include start-up founders, mentors and innovator.

## **Topics covered include:**

- Introduction to business models
- Innovating and commercialising business models
- Entrepreneurial finance
- How to write a business plan
- How to communicate your ideas
- Build and maintain networks (networking)
- Presentation to jury: business model & financials

## **Who should attend:**

This masterclass is designed for all undergraduate, postgraduate students and researchers interested in learning about innovation, entrepreneurial thinking, developing business ideas, working in SMEs, exploring new ventures within big companies and commercialising research.

Delivered via Microsoft Teams, over five days with 1.5 hours of live classes per day to include interactive exercises, videos, group discussion and guest speakers.

Upon completion of this masterclass, participants will receive a digital certificate from Imperial College London.