



How do your digital business models look like?

Digital Business Innovation: Business models for digital transformation

The megatrends of our time – digitalisation, mobility, energy revolution – force companies to rethink. Existing products must be digitalised and interconnected, business models must be restructured and processes must be modernised. Many companies are hesitant – although there are so many options which are technically feasible.

In Guided Sessions, we focus on crucial: suitable markets and correct technologies for your product innovations, matching business models, creation of the required expertise, transformation of your development projects and reorganisation of production processes (if required), as well as: How is the Return on Investment?

- _ Checking: Image matching and actual state analysis
- _ Trend analysis
- _ Market and business segment analysis
- _ Product customer journey
- _ Business model canvas
- _ Value proposition analysis
- _ Lean startup sprint

Objective: Future technologies and new business models

- _ Technological steps for the development and realisation of innovative products and services.
- _ Digital business models to exploit new business segments and markets based on existing products and services.

Target group:

Owners, CEOs, decision makers and sales managers who deal with the development of the company, new products and services.

Duration:

2 days

Your trainers:

Stephan Strohmeier
Michael Lang