

SESSION 2: « Business Modelling and development of the project »

Day 1

	CONTENT	METHOD
Morning	<ul style="list-style-type: none"> - Introduction – Objectives and agenda – Participants feed-back - Reminder of session 1: key learnings - Business modelling: Objectives and tools: presentation of Business Model Canvas (BMC) and application on pedagogical cases, link between ISMA360® and BMC 	<ul style="list-style-type: none"> Presentation Round table Discussion and card game Presentation and discussion Exercises
Afternoon	<p>Application work on projects:</p> <ul style="list-style-type: none"> - Proof #1&2: Legitimacy & Desirability Project update: Usage analysis validation thanks to market study - Proof #3: Acceptability Ecosystem analysis: Brainstorming on market actors and influencers Value network representation and qualification 	<ul style="list-style-type: none"> Group work: Brainstorming with the Business Design Canvas Synthesis with the software platform Sharing with other groups

Day 2

	CONTENT	METHOD
Morning	<p>Application work on projects</p> <ul style="list-style-type: none"> - Proof #4: Feasibility Functional analysis: Brainstorming on functionalities to meet needs Identification of partners Product roadmap 	<ul style="list-style-type: none"> Group work: Brainstorming with the Business Design Canvas Synthesis with the software platform Sharing with other groups
Afternoon	<ul style="list-style-type: none"> - Proof #5: Viability Market positioning and business model definition: product market fit, customers, value proposition and revenue streams 	<ul style="list-style-type: none"> Group work: Brainstorming with the Business Design Canvas Synthesis with the software platform Sharing with other groups



Day 3

	CONTENT	METHOD
Morning	<p>Application work on projects - Business model: Synthesis with the BMC, SWOT analysis of the project and operational action plan for development</p>	<p>Group work: Brainstorming with the Canvas Synthesis with the software platform Sharing with other groups</p>
Afternoon	<p>The pitch: Structure, content and rules</p> <p>Application work on projects - Pitch preparation and training: Build a story to present the project Imagine creative presentation supports Train for presentation</p> <p>- Pitch presentation to external audience</p>	<p>Presentation and video</p> <p>Group work: Brainstorming with the Pitch Canvas Creative work: drawings, collage, role play, ... Recorded training</p> <p>Presentation and discussion (questions and answers)</p>

