

SETsquared Bath Entrepreneur Virtual Workout - Agenda

Day 1

Welcome

- An introduction to your programme facilitators
- Zoom – principles and practice
- Who are you and what is your business idea?
- What is SETsquared and what is its impact on the UK?
- Introducing Build - Model – Test

Build

- The Marshmallow Challenge – and it's learnings
- Prototyping
- What we can learn from architects

Business Model Canvas

- Why most start-ups fail ... and why some succeed?
- Essentials of the Business Model Canvas (BMC) ... how it works!
- Business Model Canvas best practices

Customer

- The difference between a customer and a user
- How to create a customer profile
- Essentials of the Value Proposition Canvas (VPC) ... how it works!
- What jobs a customer needs to get done and what their pains and gains are

Value Proposition

- What is a value proposition?
- The difference between features and benefits
- How the 'value proposition' side of the canvas works

Day 2

Opportunity

- How to interact and reach your customers
- Understanding different types of channels and customer relationships
- Assessing the size of the opportunity and where the focus is?

Revenue Streams

- Different types of revenue streams
- Setting price
- Understanding value

Feasibility

- Understanding what a value chain is
- What makes up costs?
- How to re-imagine your value chains and cost structures

Day 3

Business Model Testing

- What you need to test
- What types of testing you can use
- What to do with what you find out

Business Model Canvas Presentations

- Companies present their Business Model Canvas to a panel of experts
- 3-5 minutes to communicate your value proposition, business model and next steps

Speed Mentoring

- Like speed dating but more useful!
- Companies have 1:1 session with each individual mentor and panellist

Wrap-up