

Increase Revenue and Market Share – *Innovate your Business Model*

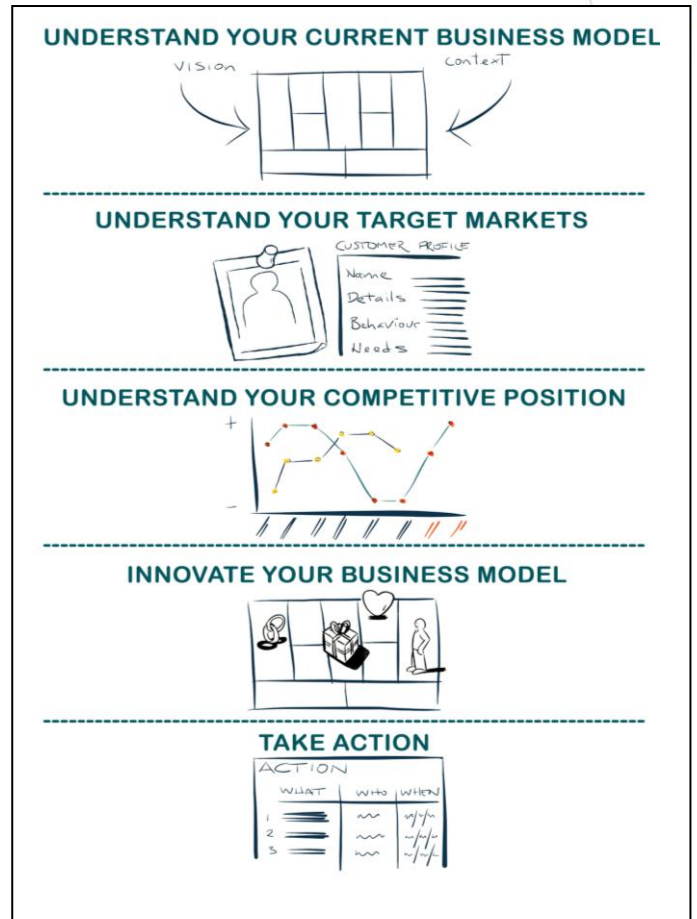
- Need a new perspective on your business?
- Need to diversity and develop new revenue streams?
- Not sure how to progress?

We can help!

The Australian Institute for Commercialisation (AIC) runs full-day workshops, sponsored by the Queensland Government Department of Science, Information Technology, Innovation and the Arts, to assist businesses understand and innovate their business model.

The workshop agenda is shown on the right – it's guaranteed to stimulate your thinking!

Last year the AIC ran business model workshops at the Gold Coast, Rockhampton, Cairns and Caboolture.



Here's a sample of what participants said about the workshop.

"I sat down with three of the staff this morning and we designed a brand new business using the Business Model Canvas. Still much to do on it but it was a fast process. I did half an hours work to set the scene and name the business and the rest only took us 20min over lunch. Great process. I think this and a few things which resonated yesterday were the breakthrough I have been seeking. Thank you for bringing it to our attention."

Yeppoon

"Great Information prompting thought and consideration of alternate models for our business"

Gold Coast

"The seminar was brilliant. The tools are easy to use and we will certainly workshop them with our team. Thank you".

Brisbane

The Business Model Canvas is a hands-on tool that enables a business to be sketched out graphically in terms of the external facing value it delivers to its customers (customer segments, value proposition it delivers, customer relationships, channels to market, revenue streams) and the internal workings of how it does this (key resources, key activities, partners and cost structure. Participants learnt how to use the Business Model Canvas to map their own business model, then some tools to help them develop new options for their business.

Of course, its not just all about business models. The opportunity to network with like-minded businesses is always an important part of AIC events. As one participant stated, the most valuable part of the workshop was, “Networking; met a great contact which made it well worth my time and money.”

Interested? Register for a Business Model Innovation workshop at Gladstone, North Lakes, Mackay and Maryborough at www.ausicom.com/events.