



CGC SUMMER COURSE ONLINE PRE-PROGRAM

BASIC LEVEL IN MULTI BUSINESS MODEL TOOLS AND CONCEPT©

BY PROFESSOR PETER LINDGREN

PURPOSE:

To train in the use of the *Multi Business Model Analyse and Innovation tools and concept©* at a basic level to do business model analysis and innovation.

EXPECTED OBJECTIVES:

After the Course Module 2 weeks the students must:

- Have acquired theoretical knowledge of the *Multi Business Model Analyse and Innovation Concept©*
- Have gained practical experience with the Multi Business Model tools and processes - through business cases exercise work
- Be able to do practical Business case Analyse and Innovation work based on the *Multi Business Model Analyse and Innovation Concept©*

Contents

The Multi Business Model Analyse and Innovation Concept© by Prof. Lindgren:

The BeeBoard©

- A Business and in here the Multi Business Model approach
- The Beeboard© tool introduction and how to use the tool
- How to illustrate the Business BMs analyse by the
 - Timeline and vertical line
- Business *Performance*:
 - The Business Models AS IS / TO BE
 - Freeswim BMs vs. calculated BMs
 - The PLC, BCG Growth-share Matrix, BCG Business Portfolio Matrix
- BM Innovation: New product life cycle
- The BM calculation and presentation on the Beeboard©

+ Business case Exercises

The Beeboard© Business Case exercise offline

- Business case exercise in student groups – the “Free Swimming”
- Business case exercise in student groups – The “calculation on BMs”

The BeeBoard© Business Case work presentation

- Business case exercise work presentation by student groups
- Case exercise work evaluation by Prof. Peter Lindgren



Contents

The Multi Business Model Analyse and Innovation Concept[©] by Prof.Lindgren:

The Beestar 7 dimensions and processes[©]

- The Multi Business Model approach – from *Beeboard[©]* to *BeeStar[©]*
- The BeeStar[©] Introduction: A tool & A Business Model
- The BeeStar & the 7 BM dimensions[©] and in therecomponents
- How to use the BeeStar[©] tools & table
- The BeeStar[©] & The MBMI[©] circulate process:
 - *DOWNLOADING*: The Analyse process of dimensions (AS IS)
 - *SEEING*: The outside perspective
 - *SENSING*: The Innovation process (TO BE)
 - *PRE-SENSING*: Pitch & decision

+ Business case Exercises

The Business Case Exercise *DOWNLOADING* process

- Business case exercise work in student groups: Case TBD

The Beestar 7 dimensions[©] a BM analyse

- Business case exercise work in student groups: Case TBD

The Beestar 7 dimensions[©] Business Case exercise presentation

- Business case exercise presentation by student groups
- Exercise work evaluation by Prof. Lindgren

The Multi Business Model Analyse and Innovation Concept[©] by Prof.Lindgren:

- **The Hourglass model[©]**
- The Business Portfolio, BM Levels & the BM Ecosystem[©]
- The BM relations axiom[©]
- The Businesses BM Levels & Where to innovate
- BM innovation what kind: Incremental, radical and disruptive
- The four dimensional risk framework
- The meaning of BM perspective*
- Measurable success criteria*

(no exercise – early off)



Contents

The Multi Business Model Innovation (MBMI)©

- BM *SENSING* – Existing portfolio of BMs & BM “Bubbles”
- BM Bubbles: How to do Bubbles?
- BM Bubble BeeStar© analyse
- BM Bubble Seeing
- *PRE-SENSING*: BM Bubble Pitch & Decision and integration of new BM*
- *ACTIONPLAN*: The 7 BeeStar dimensions and plans*
- *ACT*: Execution, Leadership, Management and communication
- *PERFORMANCE*: Measurable success criteria* - the BeeBoard© – Evaluation

+ Business case Exercises

The Multi Business Model Innovation (MBMI)© Business Case exercise

- Business case exercise work in groups: Case TBD

The Multi Business Model Innovation (MBMI)© Business Case exercise

- Business case exercise work in groups: Case TBD

The Multi Business Model Innovation (MBMI)© Business exercise presentation

- Business case exercise presentation by student groups
- Business case exercise work evaluation by Prof. Lindgren

The Business Case test introduction

- Introduction by Prof. Lindgren

The Business Case test work

- Business case test work in student groups (breaks when needed)

The Business Case test presentation

- Business case test work presentation by student groups
- Case work evaluation by Prof. Lindgren

The interview round

- Individual interviews with students who are interested in continuing the 6- week course in Denmark - maybe later to look for work in a Danish business