MW 111 Business Model Development	
Basic concepts in Business Model Innovation • Relevant Consulting techniques • Frameworks for Business Model Design Develop the Innovative Business Model • Create the initial idea • Explore the market: Customer segment and competition • Substantiate customer benefit: Value proposition, customer relationship, and channels • Define the business system: Key activities, key resources and key partners. Create the Business Case • Outline and size revenue streams • Define investment and cost structure • Compute financial KPI	
Lecturer: Prof. Dr. Selchert	**ECTS: 3,5**