

Workshop St.Gallen Business Model Innovation

March 8 and 9 2018
werk_39, Tuttlingen, Germany

Get in Touch:
Alexander Vencken
+49 (0) 151 1412 9388
alexander.vencken@bmilab.com

Welcome



Medical technology companies have always operated in a world of uncertainty. New regulatory requirements, consumer engagement and issues around cost and pricing have been around for many years. More recently change drivers are coming from emerging technological advancements, next generation wearable devices, augmented technologies, mHealth, AI and data analytics.

The speed that these innovations are being developed makes disruption a constant in the MedTech industry. Looking critically at your current business model and focusing on business model innovation can turn these disruption into huge opportunities for addition value creation and profit pools.

The St.Gallen Business Model Innovation workshop gives you an understanding of how to innovate your business model in a structured way using a scientifically substantiated methodology – the St.Gallen Business Model Navigator™. This approach was developed over the course of five years together with companies such as Hilti, Siemens, BASF, Holcim and others, and has been successfully applied in practice in even more companies. Our methodology of Action-based Learning allows you as the participant to learn about systematic business model development while simultaneously developing concrete business models with the support of our experts.

Get to know the newest tools and advanced methods for designing, testing and validating radical business model innovations.

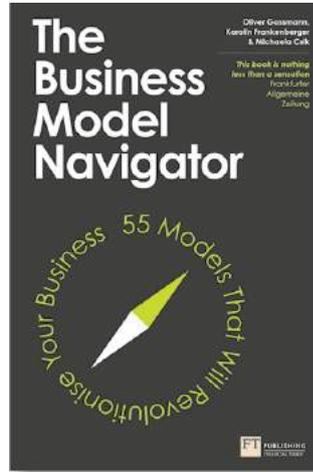
The workshop is hosted by the BMI Lab Deutschland GmbH and werk_39, which bring together extensive practical experience and leading research in the field of business model innovation.

Georg von der Ropp (BMI Lab)
Sören Lauinger (werk_39)

Previous Attendees Include:



Benefits



«... a sensation.»
Frankfurter Allgemeine

Participation areas

The St.Gallen Business Model Innovation Workshop offers

- managing directors,
- innovation managers,
- business developers,
- product and project managers,
- engineers
- and entrepreneurs

the chance to exchange ideas, take part in discussion and find common solutions to the challenges related to business model development.

Benefits

- Learn from leading experts in research and practice
- Get the knowledge and the tools to develop and implement new business models
- Understand the challenges and common pitfalls of your industry
- Build synergies between startups and established firms in the healthcare and medtech industries
- Practice a systematic approach to business model innovation

Each participant will receive the bestseller, “The Business Model Navigator” and workshop documents including the BMI pattern card set.

Please note, the number of participants is limited to 25



Georg von der Ropp



Sören Lauinger



Alexander Vencken

Speakers and Coaches

Georg von der Ropp

is Workshop facilitator and Partner Advisory at the BMI Lab AG and Managing Director of the BMI Lab Deutschland GmbH

Sören Lauinger

is Vice President Intrapreneurship & Co-Innovation at werk_39

Alexander Vencken

is Innovation Consultant at the BMI Lab Deutschland GmbH.

Program

“...The St.Gallen Business Model Navigator™ allows you to break out of your industry logic and clears the way towards fireworks of ideas.”

Wolfgang Rieder, Managing Partner,
Head of Advisory Switzerland, PricewaterhouseCoopers

Day 1

March 8, 2018

Start: 10 a.m., End: 6 p.m.

Dinner: from 8 p.m. until 11 p.m.

Workshop language: English

Goal

- Learn how to develop new business models

Content

- Introduction to business model innovation
- Get to know the St.Gallen Business Model Navigator™
- Mapping of current business model
- Identification of threats to the business model
- Development of business model ideas (55 patterns)

Tools

- Business Model Pattern Cards,
Opportunity Map, Idea Sheet

Day 2

March 9, 2018

Start: 8:30 a.m., End: 4:30 p.m.

Workshop language: English

Goal

- Learn how to implement new business models

Content

- Corporate culture to facilitate business model innovation
- New tools for evaluation and selection of idea
- How to build consistent business models
- How to identify underlying assumptions of a business model
- How to test business model components

Tools

- Value Proposition Tool, Reverse Financials, Testing Tables

References



“How would Amazon’s CEO lead my business? Which new customer segments would Robin Hood develop in my position? The Business Model Navigator™ allows you to break out of your industry logic and clears the way towards fireworks of ideas.”

Wolfgang Rieder, Managing Partner,
Head of Advisory Switzerland, PricewaterhouseCoopers

“With the Business Model Navigator, we can take in the entire business model and work on the complete system. The St.Gallen Method brings not only results, but expands the mindset.”

Daniel Sennheiser, President Strategy and Finance,
Sennheiser

“We leverage the Business Model Navigator™ for our Business Model Innovation approach and discovered that it is a great methodology with high practical relevance.”

Dr. Ulrich Eisert, Research Manager,
SAP (Schweiz)

“These Business Model Patterns are an important source for inspiration and best practice to create and implement radical innovations.”

Daniel Ledermann, Head of Incubation and Portfolio,
Swisscom

“Applying the Business Model Navigator™ helps in challenging today’s business logic, opening up the solution space and creating a new mindset. We see this as a prerequisite for future success.”

Dr. Christoph Meister, Corporate Innovation Manager,
Holcim

“These patterns are a very powerful creativity method and a great tool to generate a “business model thinking” attitude.”

Dr. Angela Beckenbauer, Corporate Innovation Manager,
Hilti

About Us



BMI Lab

The BMI Lab is a spin off from the Institute of Technology Management at the University of St.Gallen (ITEM-HSG). We train workers worldwide in companies across industries to implement new methods of business model development and help our partner companies develop innovative business models. The development, testing and application of new methods for business model development is the BMI Lab's main task. The core of our method consists of the realization and application of 55 innovative business model samples, which ITEM-HSG identified through the course of a five-year study. The BMI method has already been successfully implemented by a large number of major companies, service providers and entrepreneurial clinics for new companies.

werk_39 - powered by B.Braun

We are werk_39 – the co-innovation lab powered by B. Braun. Located in Tuttlingen but off campus, we provide: an agile, start-up-like infrastructure, methodology, and spirit to co-innovate with our customers. We offer flat hierarchies, a high degree of autonomy, and an engaging workplace for healthcare professionals and intrapreneurs in the heart of the medical valley, Tuttlingen.

By offering products, we can solve many problems. But what if we think beyond the product? What if we apply new technologies and create “products” within their context of usage? Turning “products” into holistic solutions is the great adventure of our time.

Registration

St.Gallen Business Model Innovation MedTech Workshop

March 8 and 9, 2018
werk_39, Tuttlingen, Germany

Register online

<https://www.bmilab.com/medtech-workshop-2018>

Or send this application form to

Alexander Vencken

alexander.vencken@bmilab.com

Participants

Company Name _____

Number of Participants _____

Contact Person

Salutation and Title _____

First Name, Last Name _____

Phone _____

Email _____

Full Billing Address (including VAT Number)

In Cooperation with

Super Early Bird ticket (per person)

Before January 28, 2018
1800 EUR plus 19% VAT

Early Bird ticket (per person)

Before February 16, 2018
2000 EUR plus 19% VAT

Regular Ticket (per person)

2200 EUR plus 19% VAT

Startup Tickets (per person)

Startups receive a 50% discount on workshop tickets

Application deadline

March 1, 2018

For further information

please contact Alexander Vencken

+40 (0) 151 1412 9388

or alexander.vencken@bmilab.com

Cancellation Policy

Cancellation is to be notified in written form. No cancellation fee applies for cancellations made at least four weeks ahead of the start of the workshop. Cancellations up to one week before the start of the workshop will be refunded 50%. No refund will be given for any cancellation thereafter. The BMI Lab reserves the right to cancel the workshop by informing the registered participants in written form until four weeks before the workshop's starting date. In case of cancellation by the BMI Lab, the ticket fee will be refunded in full.