

Presentation 3 - Introduction to business modelling

Thursday, 7 December 2023 09:00 (1h 30m)

A business model describes how organisations and start-ups create and capture value through desirability, feasibility and viability. This session will explore the fundamental blocks of the Business Model Canvas pioneered by Osterwalder and Pigneur (2010) and its application in a research context.

Introduction to business modelling

- Value creation, value delivery and value capture

Case Study: Business Model Egrist mental health software