Digital Business Model Design

Business models, customer experience and product roadmaps

THE PROBLEM

Digital competitors win with business models, not just products. Established businesses improve their offer while the way value is created and captured shifts around them.

YOU LEAVE WITH

1. Your current business model mapped and its weak points identified.
2. One alternative digital business model for your offer.
3. A customer journey and a product roadmap to get there.

LEARNING OUTCOMES

- Map a business model and identify where digital changes it.
- Design an alternative model and test it against the customer journey.
- Translate the model into a product roadmap with priorities.

DURATION
Full day, 09:00 to 17:00

HANDS-ON
5h30 practice, 1h00 theory (15%)

FORMATS
Public or in-house

GROUP SIZE
10 to 20 participants

LANGUAGE
English; French on request

TOOLS
Laptop

ATTESTATION
Certificate of attendance

WHO SHOULD ATTEND

Managers, business owners and product teams.

HOW EVERY AETHEIS COURSE WORKS

Labs first On your own material	**Theory capped** Under 20% of the time	**Atlas follow-up** Day 3, 7 and 30

PROGRAMME

Time	Block	Theory	Practice
09:00–10:45	**Business models.** Your model on the canvas; digital patterns	15 min	90 min
11:00–12:30	**Customer experience.** The journey, pains and moments that matter	15 min	75 min
13:30–15:00	**A new model.** One alternative designed and tested	15 min	75 min
15:15–17:00	**Product roadmap.** From vision to priorities and releases	15 min	90 min
Total	Breaks and lunch not counted	**1h00**	**5h30**

LABS, ON YOUR OWN MATERIAL

Model canvas
Your business model, honestly mapped.

Customer journey
Where customers struggle today.

New model
One digital alternative, stress-tested.

Roadmap
Twelve months of priorities.

WHAT TO BRING

A description of one of your products or services and its customers.

AFTER THE COURSE

Atlas, the AI coach on Learn N' Succeed, follows up on your commitment at day 3, 7 and 30. Templates and worksheets stay in your space.

LEARNING PATH

BEFORE
LDR1 Digital Leadership Mindset

THIS COURSE
LDR4 Digital Business Model Design

AFTER
LDR3 Disruptive Innovation Management

FORMATS AND PRICE

Rs 32,000 · €600 · USD 700

per participant

Full day, excluding VAT; lunch and materials included
Public sessions through the year
In-house on request, 10 to 20 participants

Training a whole team?

We run this course in-house, with labs built on your own material →

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