



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Business Model Innovation for Entrepreneurs

Succeeding as an Entrepreneur and Startup Leader

A Human-Centric, Comprehensive, and Collaborative Learning Journey
Focused on Business Model Innovation - Redesigning How Entrepreneurs
and Startup Leaders Approach Business Challenges and Opportunities in
Today's Unique Environment

Program starts in April 2024



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OVERVIEW

Are you aspiring to lead and develop strategies that will drive new ways of doing things and new business outcomes in your business? The Business Model Innovation will equip you with the tools and startup thinking necessary to accelerate your innovative strategic journey.

This holistic and human-centered program will enable active knowledge transfer and creativity among innovation-driven individuals through mentorship, collaboration, and innovation to help them grow their organization. This will provide the building blocks that will help participants reimagine business challenges and strategies through customer understanding, product-market fit definition, business planning, financial planning and analysis, pitching to top management, and more.

For sustainable learning and transfer of knowledge, as well as maximum impact, at least two (2) representatives per organization are recommended to join the program.

PROGRAM OBJECTIVES

- Enable entrepreneur and startup managers and leaders to strengthen their understanding of their customers, their business model, and their corporate strategy
- Help and guide them envision and design their reimagined strategic long term goals as well as map their growth strategy
- Prepare the managers and leaders for their next strategic project and initiative by providing them with a holistic tool to manage and grow their stakeholders – top management, corporate peers, related departments, and customers.

WHAT YOU WILL LEARN

- Driving Self Awareness: What is your Purpose?
- Establishing Desirability and Product Market Fit: Product VS Solution
- Customer Journey and Development
- Agile Project Management
- Lean Startup Methodology
- Value Proposition Canvas and Business Model Canvas Integration
- Financial Management
- Business Forecasting
- Project Finance
- Storytelling to Your Stakeholders

PROGRAM SCHEDULE

Live Online

April 9, 11, 16, 18, 23, 25, 30, 2024
May 2, 7, 9, 2024
1:30 PM to 5:00 PM

Face-to-Face On-campus

May 14, 2024
8:30 AM to 5:00 PM
(GMT+08) on all dates

PROGRAM FEE

PHP 60,990.00 or USD 1,109.00*

*The prevailing exchange rate at the date of payment may apply.
Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

YOUR PROGRAM FACULTY



Enrique Pablo O. Caeg
Program Director
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>

Alumni status will be granted upon completion of the program

KEY BENEFITS

Learners will be able to deepen their value proposition understanding and enhance their business model strategy

- Learners will be able to strongly align their brand and business strategy with their financial strategy
- Learners will be able to map business milestones that will drive project success to its desired level
- Learners will understand the building blocks of leading, managing and growing a human-centric organization

WHO SHOULD ATTEND

The program is a must for entrepreneurs, aspiring innovators, and startup leaders building companies in various industries. The program is recommended for those want to push customer driven projects and initiatives, those who want to integrate new way of approaching challenges and strategy, and for individuals who want to make a difference.

Learning Content

The program specifics of Business Model Innovation for Entrepreneurs :

<p>Day 1 - Driving Self Awareness</p> <p>What is your purpose?</p>	<p>Day 2 - Driving corporate awareness? An internal and external analysis</p> <p>How do you assess your business status quo, internally and externally? Systems Thinking and PESTLE analysis</p>	<p>Day 3 - Desirability Is your solution and product relevant?</p> <p>Design Thinking Process</p> <p>Customer Persona and Journey Map</p> <p>Customer Development Process</p> <p>Market Strategy</p>	<p>Day 4 - Desirability</p> <p>Strategic Canvas and Perceptual Map</p> <p>Value Proposition Canvas</p> <p>Business Model Canvas (BMC)</p>
<p>Day 5 - Desirability</p> <p>BMC Right Side Integration</p>	<p>Day 6 - Establishing "Feasibility" - Operationalize your VPC</p> <p>Bowling Alley Strategy</p> <p>Service Blueprint Mapping</p> <p>Lean Startup model</p>	<p>Day 7 - Establishing "Feasibility"</p> <p>Agile Project Management</p> <p>Agile tools and practices</p>	<p>Day 8 - Establishing "Viability" Financial Analysis</p> <p>Financial Fundamentals</p> <p>Language of Business</p>



Day 9 - Establishing
"Viability"

Project Finance -
strategic projection

Cost & Volume Profit
Analysis

Day 10 - Establishing
"Viability"

Cost Structure Review

Pricing Strategy

Revenue Model

Day 11 -
BMC Integration

Putting together all
elements of the BMC
- strategically and
innovatively.

Day 12 - Case
Presentation

Case Presentation
using "cost-benefit"
corporate
storytelling





Your Program Faculty



Enrique Pablo O. Caeg
Clinical Professor
Asian Institute of Management

Enrique Caeg is the Academic Program Director for Master in Entrepreneurship and a Clinical Professor in Asian Institute of Management. With units as PhD Candidate for Organization Development at the SAIDI Graduate School of OD. His expertise are as follows Organization Development for Family Business, Talent Development, Strategic Marketing, Emotional Intelligence and Team Coaching. He is a professionally trained Coach from the International Coaching Federation (ICF) and a Certified Shared Leadership Team Coach. Prof. Eric Caeg is the Founder of Retail Academy Philippines, Founding President of the International Council for Small Business, Philippines (ICSB Ph). He served various Organizations in different capacities: Board of Trustee of the Marketing Institute of the Philippines, Former Executive Vice President of the Philippine Marketing Association, Former Chairman of the Board of the Association of Filipino Franchisers, Inc. (AFFI), Former Vice President International Coaching Federation Philippines Chapter, and Director at the Institute of Management Consultants of the Philippines (IMPHIL). He sits at the Board as Independent Corporate Director of the Asian Consulting Group, Junca Holdings Global, iPay88 Philippines.





Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants Two (2) units which can be credited to the following:

- Postgraduate Certificate in Innovation and Management
- Postgraduate Certificate in Entrepreneurship

Participants will also earn Two (2) units which can be credited to the Postgraduate Diploma in Management.

*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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