

BUSINESS MODEL INNOVATION

SUMMER INTERNATIONAL WORKSHOP

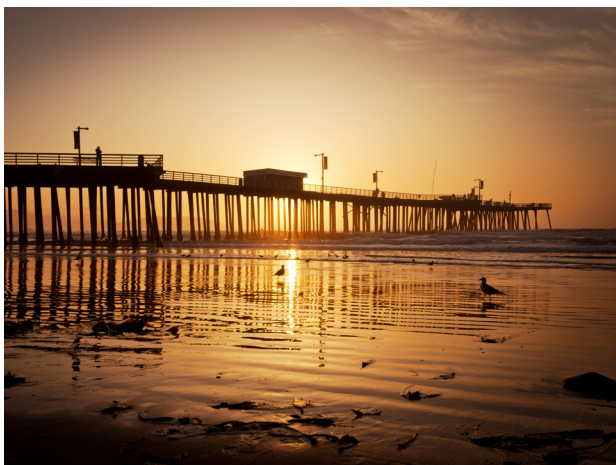
This workshop gives participants the opportunity to understand how organizations innovate business models to create new value. The course utilizes a hands-on, team based and fun format where students will work in teams on a project requiring them to identify an opportunity and develop a novel business model to capitalize on the opportunity.

- *Opportunity Identification*
- *Creativity & the Innovation Process*
- *Business Model Development*
- *Customer Development*
- *Prototyping*
- *Market Testing*
- *Validation*



ABOUT THE INSTRUCTOR

Thomas Katona received his Ph.D. and M.S. degrees from the University of California, Santa Barbara in Electrical and Computer Engineering. He holds an M.B.A. from the University of South Carolina Moore School of Business and a B.S. in Engineering Physics from Westmont College.



WHEN

August 6 – 17, 2018 | 9:30 A.M. – 3:30 P.M.



WHERE

Cal Poly, San Luis Obispo, California



INCLUDED

Silicon Valley Trip



WORKSHOP FEE

\$1,550 (not including housing)