3 Day Design Workshop on Designing Business Models

20 - 22 September 2016

Anchor Faculty
Prof. Bhavin Kothari
Background

In the current competitive environment product/service development and commercialization has become an activity that requires interaction between different disciplines and functional areas.

*Understanding and Innovating Business Model Is Crucial today:* It is becoming increasingly important to re-imagining and articulate one’s business model in today’s business arena. It used to be that each industry was characterized by a single dominant business model. In such a landscape competitive advantage was won mainly through better execution, more efficient processes, lean organizations and product innovation. Now, to provide better services, re-imagining Business Model is a key for larger sustainable competitive advantage. Each business model accentuates different characteristics and competes on different aspects. It highlights that CEOs believe that business model innovation is becoming the new strategic differentiator.

The business model of any service is a simplified representation of its business logic. A business model is a description of how a business intends to operate, how it makes money or delivers value, and what it does and does not do.

In simple words Business Models is the rational of how an organization creates, delivers and captures value.

Objective

This broad objective of this business model designing workshop is to facilitate participants to:

- Draw the big picture of our business model and see how the important elements are worked upon;
- Achieve higher quality discussions among teams to create a common and visible language to design and communicate new business models for the organization;
- Reflect on re-imagination of business model innovation in a more structured way to come up with sustainable competitive advantages;

This workshop will help participants to describe business models in a synthetic way.

Course Content

- The workshop would essentially be hands on.
- It will bring the participants together to study the process of developing business model. Through this process the participants will learn how new technology applications, strategic design thinking, business model development and commercialization decisions are coordinated to be successful in the market.
- This workshop will expose the participants to various dimensions of designing business models. In the process, the participants would learn about where offerings are best suited the consumers need.
- This workshop would focus on the issues relating to the development of new business models. In particular, the workshop would delve on Value Proposition and Customer Segments in detail as main components of the business model design.

Relevance

Business model innovation, differentiation and competitive advantage, are high on the agenda of visionary CEOs / CTOs / CIOs. Yet, at the same time, little concrete literature exists on how to create innovative business models in practice. This workshop is an attempt to fill this gap.

It is widely recognized now that to build new business models around existing technologies a variety of linkages need to be built and nurtured. Critical among them are linkages between designers, engineers and managers who understand the market needs.

Strategic management of such linkages is increasingly becoming one of the key activities of stakeholders in innovative organizations. Besides, such linkages can also create opportunities for new entrepreneurial ventures.

This workshop would be relevant for the delegates to alien the larger organization goal and thereby to design offerings that can achieve better market success.
Professor Bhavin Kothari is Senior Faculty with Strategic Design Management discipline at National Institute of Design. He is mentor for the Intellectual Property Rights Cell at NID. He has been heading International Center for Indian Crafts at NID. Prof Kothari is a qualified Engineer–Planner from CEPT University and has pursued another master in Patents Law from NALSAR University. Prof Kothari has generated special interest in crafts and related areas. He has been instrumental in facilitating and generating IP awareness in designer fraternity in general and at NID in particular. Prof Kothari has been instrumental in revamping Strategic Design Management curriculum at NID besides developing, strengthening and delivering it. His professional and research interest is focusing on Designing Business Models for the Creative Industries at present. Professor Kothari is innovation specialist and mentoring corporates on strategically designing their organisations imbuing 'Design Thinking' and 'Innovation Management.'

Prof Kothari has good knowledge about the emerging trends and paradigms in the field of Strategic Design Management and Intellectual Property with a research aptitude. He has been trained in Design Management through Association for Overseas Technical Scholarship (AOTS) at Japan. He has written and published many papers in various publications. Strategic Design Planning, Intellectual Property, Innovation Management, Change Management, Design Audit and Craft Incubation, Business Model Innovation are few of his main areas of academic and research interests. He is faculty mentor for the design management at NID.

He undertook research study on ‘Industrial Design as a Tool of Competition for Indian Industry’ as part of the IPR component of Trade Investment Development Programme (TIDP) project of Government of India and European Union as an Anchor Researcher. Prof Kothari has attended, organized and presented at many seminars including very well received series of awareness generation programmes in various cities of India. He has been nominated as member of consultative expert group to ascertain correctness of the particulars for Geographical Indication (GI) applications by the GI Registry, Government of India.

Prof Kothari has been a party to help the Innovation Initiative support task force especially to develop Innovation Tool-Kit initiated by the Prime Minister’s Office. Prof Kothari is faculty mentor for his student, recipient of the Schmidt-MacArthur Fellowship programme of Ellen MacArthur Foundation on Circular Economy. He is also member of Gujarat Innovation Society. Besides these, he is a beneficiary and volunteer of NGO ‘Aadarsh Amdavad’ doing good for the society.

**INTAKE**

Participation will be limited to a maximum of twenty Five (on a first come first serve basis). Any and all in the creative field including designers, managers, social workers, professionals and students will benefit from this program. Others desiring to increase their sensitivity and creativity are also welcome. All that is needed is an open mind.

**FEE & REGISTRATION**

12,000/- [Non-residential, includes Workshop Registration fee, Lunch and one set of material only, Including Service Tax]

To be paid by Demand Draft / Pay Order in the favor of NATIONAL INSTITUTE OF DESIGN, payable at Ahmedabad.

Kindly send in your nominations on your company letterhead indicating Name/s, Designation, Address, Phone No, Fax No, and Email Id of the nominees along with the fee to:
A certificate of participation will be presented to the participants on successful