



PROJECT NOTIFICATION

Reference No.: 54

Date of Issue	2 February 2023
Project Code	23-CP-19-GE-WSP-A
Title	Workshop on Business Model Strategies for Startups
Timing	15 May 2023–18 May 2023
Hosting Country(ies)	Mongolia
Venue City(ies)	Ulaanbaatar
Modality	Face-to-face
Implementing Organization(s)	Mongolian Productivity Organization
Participating Country(ies)	All Member Countries
Overseas Participants	19
Local Participants	6
Closing Date	15 March 2023
Remarks	Not Applicable

Objectives	<ul style="list-style-type: none"> - Provide a practical skillset for startups to create new business models. - Explore different business model strategies for successful startups. - Train participants to create their own business models for startups. - Introduce strategies for increasing productivity and innovation in startups.
Rationale	Business models are sets of methods to create, deliver, and capture value by serving customer and market needs. They can create competitive advantage, generate better returns, and identify innovative opportunities. They should be self-explanatory, cover interactions among key components, and provide opportunities for evolution in response to changes in the external environment.
Background	<p>Business models can be simply plans to make money, what a company will and will not do, how to meet market and customer needs, utilize technology, and analyze a company's strengths and weaknesses. Good business models give a competitive advantage in the market.</p> <p>Productivity plays a vital role in successful startups, which must make the most of limited resources, by incentivizing employees and fostering an environment for collaboration. The business model canvas is an essential tool for designing, discussing, and reinventing business models and consists of nine building blocks: customer segments; value propositions; channels for delivering value; customer relationships; revenue streams; key resources; activities; partners; and cost structure.</p> <p>The applications of the business model canvas can be combined with the lean startup approach with productivity as its core. The primary skillsets involved are useful for all successful startup founders.</p>
Topics	<ul style="list-style-type: none"> - What Is a Business Model? - Introducing the Lean Startup Concept - Introducing the Business Model Canvas - Types of Business Models - Importance of Productivity for a Successful Startup - Strategies for Increasing Productivity in a Startup Ecosystem - Methods for Creating a Business Model - Pitching a Business Model
Outcome	Participants will acquire knowledge of different business models for startups, understand the concepts and terms of lean startup methodology, and become familiar with ways to increase productivity in startup ecosystems.
Qualifications	Entrepreneurs interested in founding startups, CEOs and business executives, consultants, and representatives of organizations involved in startup support and promotion programs. Participants must have excellent English ability.

Please refer to the implementation procedures circulated with this document for further details.



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Secretary-General