



PROJECT NOTIFICATION

Reference No.: 321

Date of Issue	22 February 2024
Project Code	24-CP-60-GE-WSP-A
Title	Workshop on the Business Model Canvas for Startups and Entrepreneurs
Timing	25 June 2024–28 June 2024
Hosting Country(ies)	Singapore
Venue City(ies)	Singapore
Modality	Face-to-face
Implementing Organization(s)	Singapore Productivity Centre
Participating Country(ies)	All Member Countries
Overseas Participants	19
Local Participants	6
Closing Date	26 April 2024
Remarks	Not Applicable

Objectives	Impart knowledge of the Business Model Canvas and related tools supporting entrepreneurs and startups, provide references on practical strategies for entrepreneurship development and support, and discuss mechanisms and practices for a nurturing ecosystem for entrepreneurship.
Rationale	The APO Vision 2025 aims to contribute to more inclusive, innovation-led productivity growth in the Asia-Pacific. One of its goals is to cultivate entrepreneurial cultures and support innovation ecosystems. This project aims to contribute to APO members' support for entrepreneurs through disseminating practical tools facilitating realization and commercialization of innovative concepts.
Background	<p>Innovation and entrepreneurship are major drivers of competitiveness and productivity. Ideas and entrepreneurial minds are what businesses and governments endeavor to capture and retain to pursue innovation; however, as identified in an OECD report in 2023, a common challenge entrepreneurs and startups face is the opportunity and capability to examine, articulate, and convey their ideas before resources are committed and leveraged to realize their visions. Entrepreneurs need not only financial and policy assistance but also practical tools and methodologies to embody their visions and ideas.</p> <p>The Business Model Canvas is a strategic management and entrepreneurial tool that helps to visualize key elements of business ideas, validate and refine assumptions, and identify potential risks or gaps in the ideation process. Since its creation, it has been widely adopted by businesses and applied in various sectors and aspects of operations. Familiarizing entrepreneurs and organizations supporting startups and innovation with this tool and trends of entrepreneurship development can contribute to the creation of nurturing ecosystems for entrepreneurship and startups.</p>
Topics	Entrepreneurship and value creation; Building blocks of the Business Model Canvas; Benefits and constraints of the Business Model Canvas approach; and Resources and programs supporting entrepreneurship and startups.
Outcome	More feasible business plans are made, stronger connections within and across startup ecosystems are established, and more assistance to entrepreneurs and startups is available.
Qualifications	Entrepreneurs, representatives of entrepreneurial networks and institutes focusing on innovation and entrepreneurship, and government officials and consultants involved in entrepreneurship and startup development programs and policies.

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



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