

## Corporate Business Model Innovation Program

## Sample Schedule

Day 1	Day 2	Day 3
Breakfast 8:00am	Breakfast 8:00am	Breakfast 8:00am
The Innovation Imperative: Lessons from Xerox 8:30-10:00am	Power and Politics Inside the Corporation 8:30-10:00am	Creating and Testing Your Way to a Lean Go-to-Market Strategy 8:30-10:00am
Break 10:00am	Break 10:00am	Break 10:00am
Open Innovation and Business Model Innovation 10:30-12:00pm	Case Presentations from Selected Corporate Innovation Executives 10:30-12:00pm	How to Design an Effective Integration Plan for Your Venture 10:30-12:00pm
Lunch 12:00-1:30pm	Lunch 12:00-1:30pm	Lunch 12:00-1:30pm
Lean Startup Theory and Customer Development 1:30-3:00pm	Refining the Business Model Canvas 1:30-3:00pm	Second of Business Model Canvas with Go-to-Market Strategy: Report Outs 1:30-3:00pm
Break 3:00pm	Break 3:00pm	Break 3:00pm
Presenting the Business Model Canvas 3:30-5:00pm	First Revision of Business Model Canvas: Report-Outs 3:30-5:00pm	Closing Thoughts and Barriers to Overcome 3:30-5:00pm
Adjourn  Evening Reception 5:00-6:30pm	Adjourn 5:00pm	Adjourn 5:00pm