



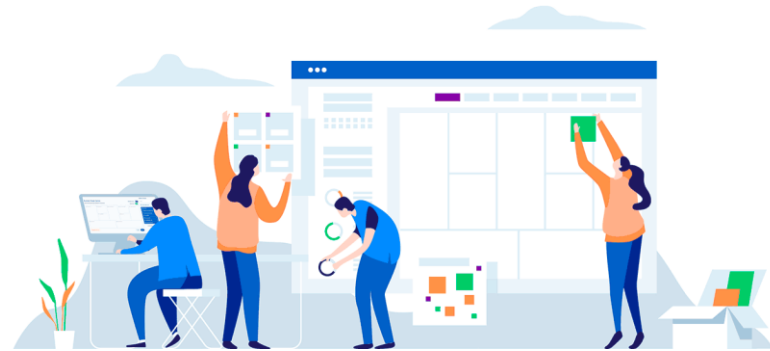
CATÓLICA
LISBON
BUSINESS & ECONOMICS

Business Model Innovation in Times of COVID19

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Director Business Model Design Lab

Agenda

- **The Lab**
- **Trends**
- **Content and tools**



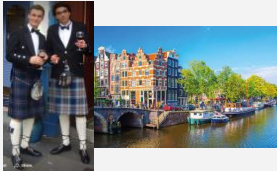
Who is René Bohnsack

Person

Germany



Scotland & Netherlands



Portugal & US

EDM Production



Research

Business Models



Digitalization



Entrepreneurship



Applied Work

R&D Projects



Entrepreneur



Smart City
Innovation Lab



TEDx



Focus: Diffusion of (digital) sustainable technologies

Business Model Design Lab

Vision

- Develop intuitive content and tools that enable entrepreneurs to create **winning business models**

Founded

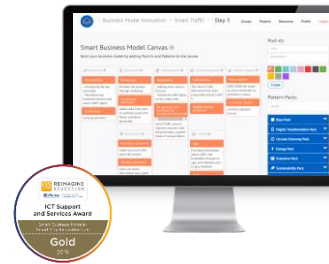
- In **2019** by **René Bohnsack** (Professor of Strategy and Innovation)

Team

- 6 FTE** (1 Post-Docs, 1 PhDs, 1 Project manager, 1 Programmer, 2 RAs)

Our Projects

Business Model Platform



Business Model Game



EU Projects



AI for BMI

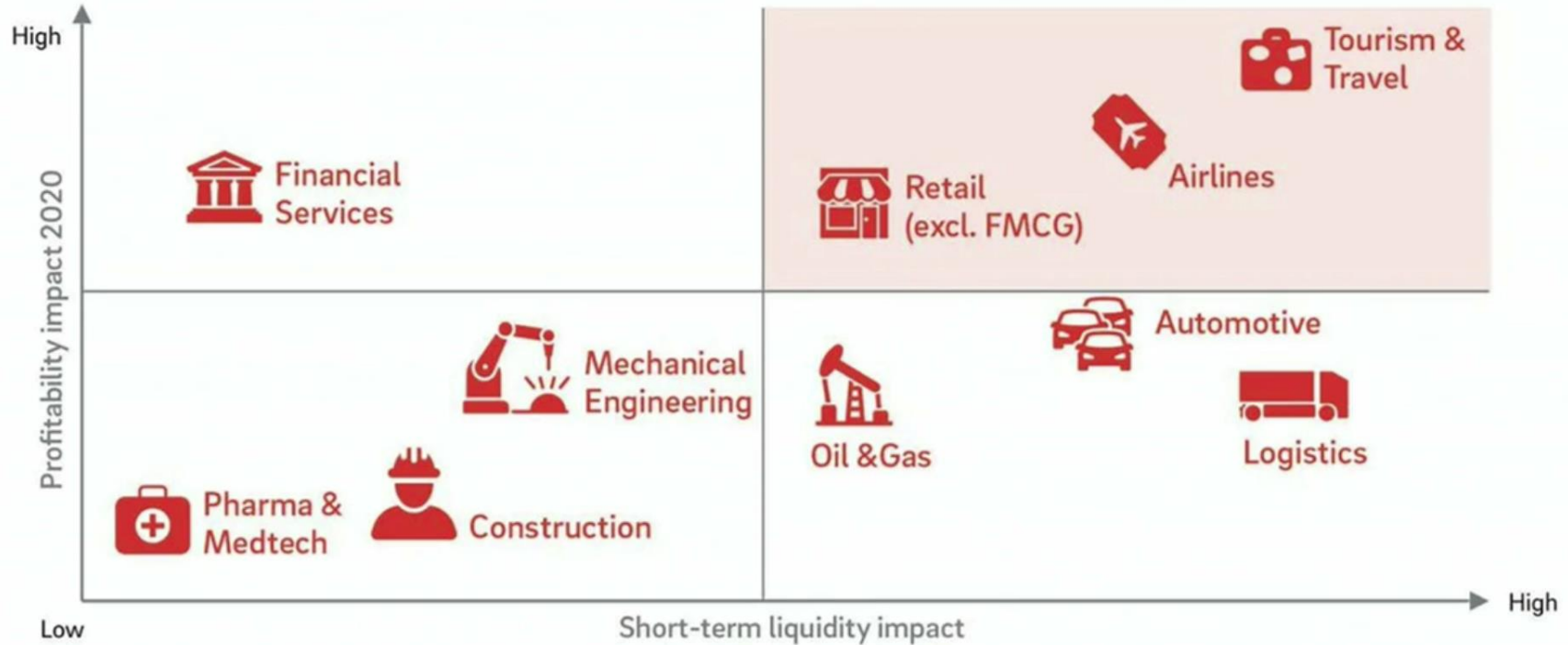


inteGRIDy project is being financed by the European Commission under Grant agreement 731268



**COVID 19 impact
on industries and
users!?**

Coronavirus impact matrix

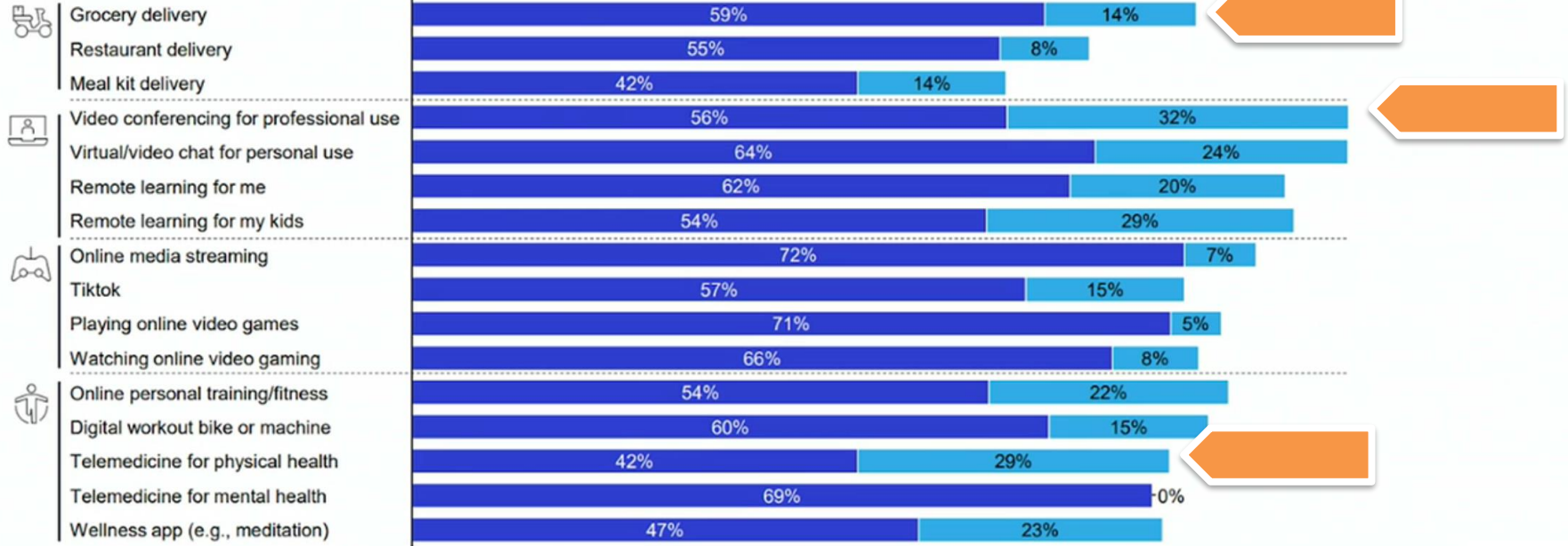


New Digital Activities

Have you used or done any of the following since COVID-19 started^{1,2}

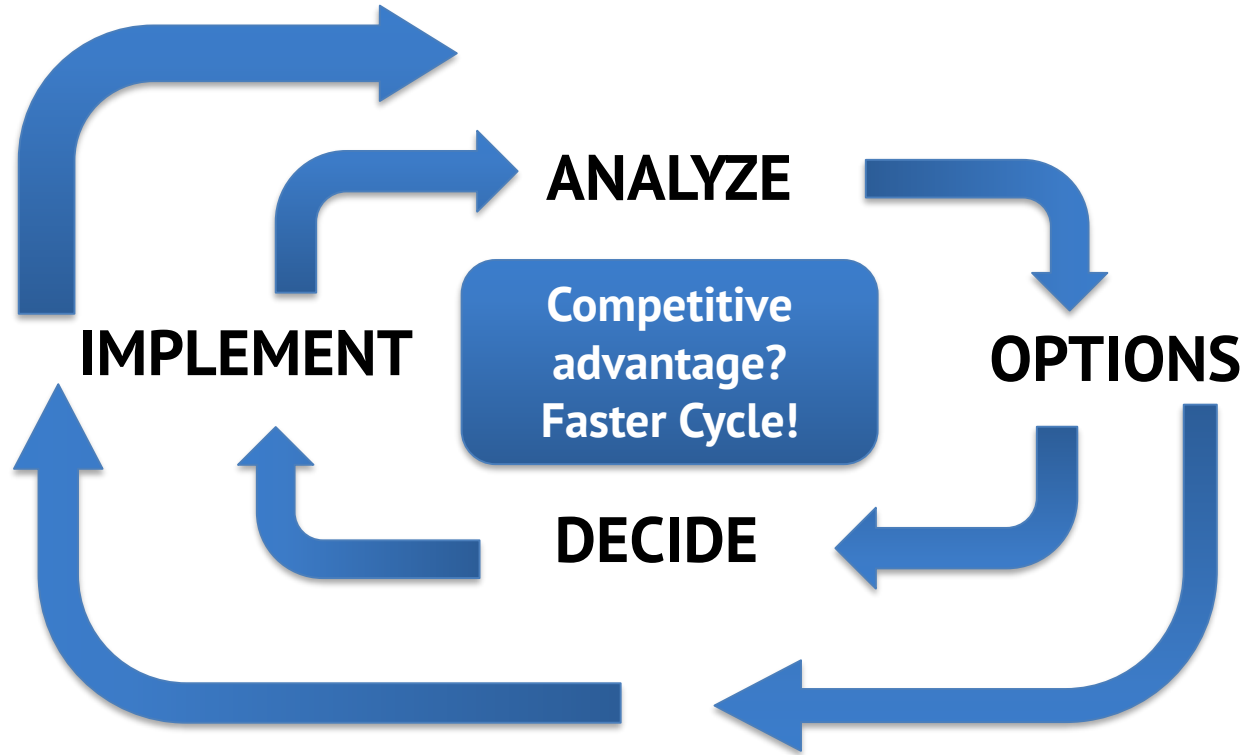
Percent of respondents

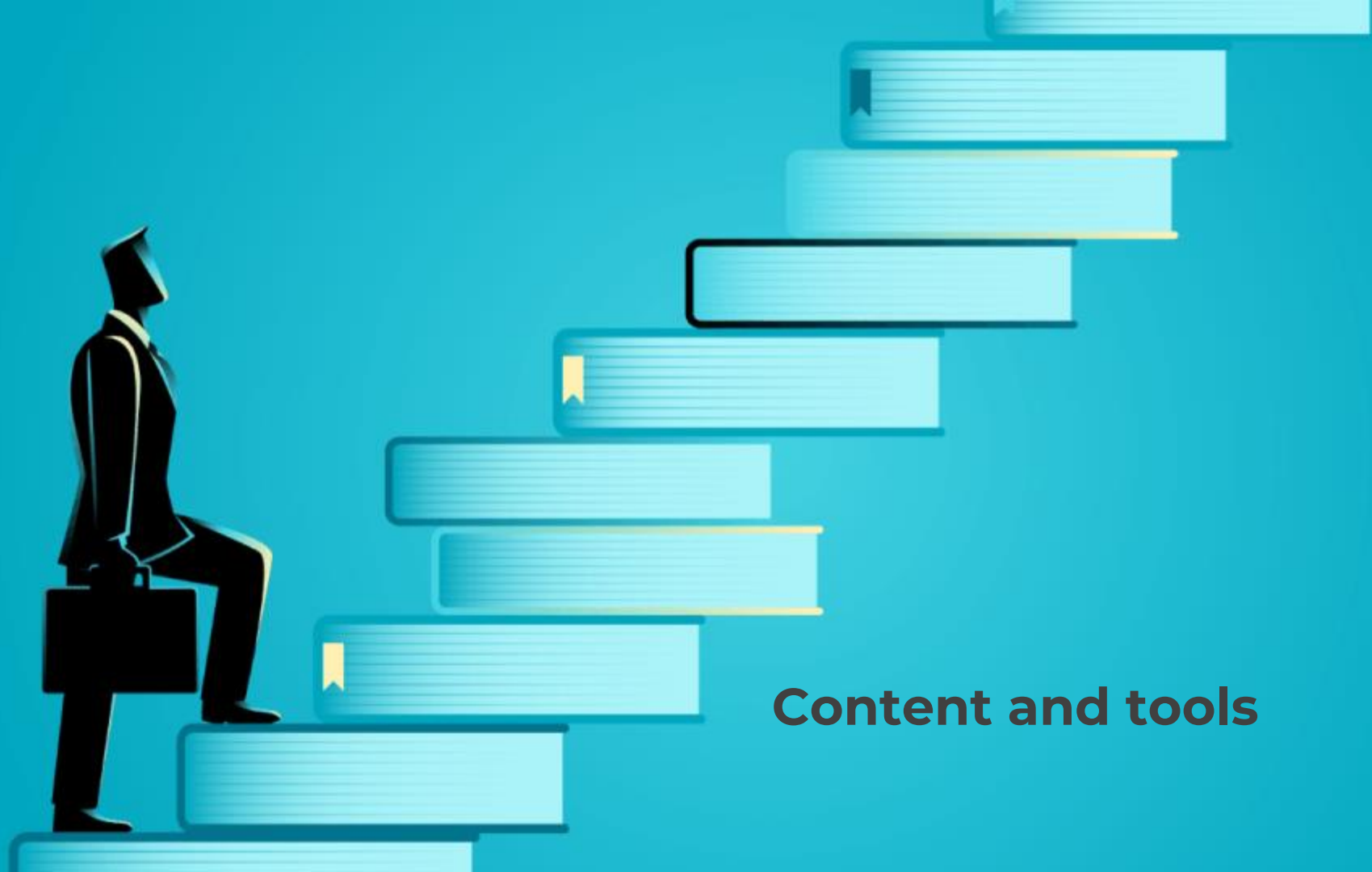
■ Using more ■ Just started using



1. Q: Have you used or done any of the following since the coronavirus or COVID-19 situation started? If yes, Q: Which best describes when you have done or used each of these items? (just started using since Coronavirus started, using more since Coronavirus started, using about the same since Coronavirus started, using less since Coronavirus started)

What to do? Strategy!





Content and tools

Innovation Platform Venturely.io

Idea

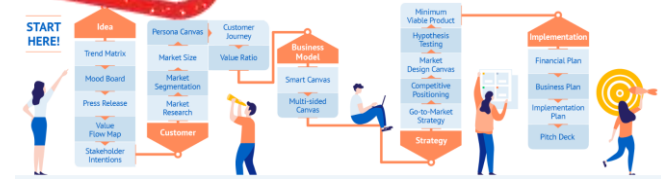
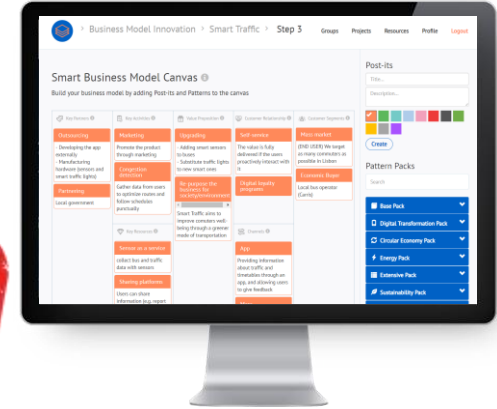
- Platform to create intuitively business models

Achievements

- Best ICT Tool 2019 Award
- First AI Based Business Modelling Tool in the world
- Used by more than 3000 intra and entrepreneurs

Features

- Business modelling
- Education
- Cash flow planning
- Hypothesis testing
- Bots
- AI Tool
- Business model database
- And the list goes on



Coming soon: Business Development Bootcamp

Content

- 2 week bootcamp
- Learn how to analyse your market
- Learn how to develop new business models
- Including business model tools



Business Model Innovation Bootcamp

Hands-on
Online
Including tools

Contact us for more information:

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