

Katapult

University of Copenhagen

Workshop
Osterwalder:
Business Model Canvas

Green Lighthouse: www.greenlighthouse.ku.dk

Photo credit: Adam Mørk

About us

- Katapult is the student incubator for the four “wet” faculties of the University of Copenhagen
 - Science, Life sciences, Health sciences and Pharmaceutical sciences
- Covering the academic areas:
 - * nanotech * medtech * cleantech * biotech * food technology * computer science * pharmacology * sports science * resource management * landscape planning * veterinary * food-pharma * e-science * horticulture * agriculture * chemistry, etc.

Activities

Praxis based
innovation workshops
in existing courses



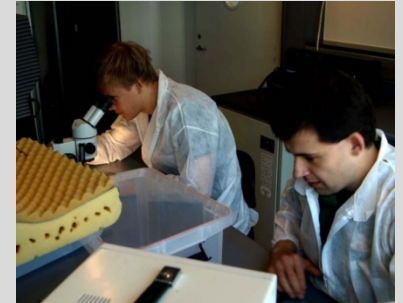
I & E courses and
summer schools
with ECTS credits



Innovation thesis – in
cooperation with
public or private
companies



Incubator and 'proof
of concept' funding



Example: Nano science summer school

August 2011, 2,5 ECTS

- Danish and international master students
- Worked in teams with selected university patents

Activities:

- Communication, sales pitch and presentation
- Understanding IPR
- Presentation from experts and business executives
- Project team profiling
- Methods for managing innovation
- Business development
- Customer segmentation and value proposition



Münich, March 2012

- Get an international view of entrepreneurship
- Meet students from KU and CBS
- Be inspired for new ways to develop business
- Workshops with Danish and international entrepreneurs
- You meet up with potential customers and investors
- Networking events with other student entrepreneurs

Short presentation of you

- Where do you study?
- What do you study?
- What is your idea in very short terms?

The workshop

Focusing on:

- Developing and qualifying ideas through the Business Model Canvas
- Getting new perspectives on your ideas

The Starting Point

The Idea/Concept

- ...can be a concret innovation/product
- ...can be a service
- ...can be your knowledge
- ...or?

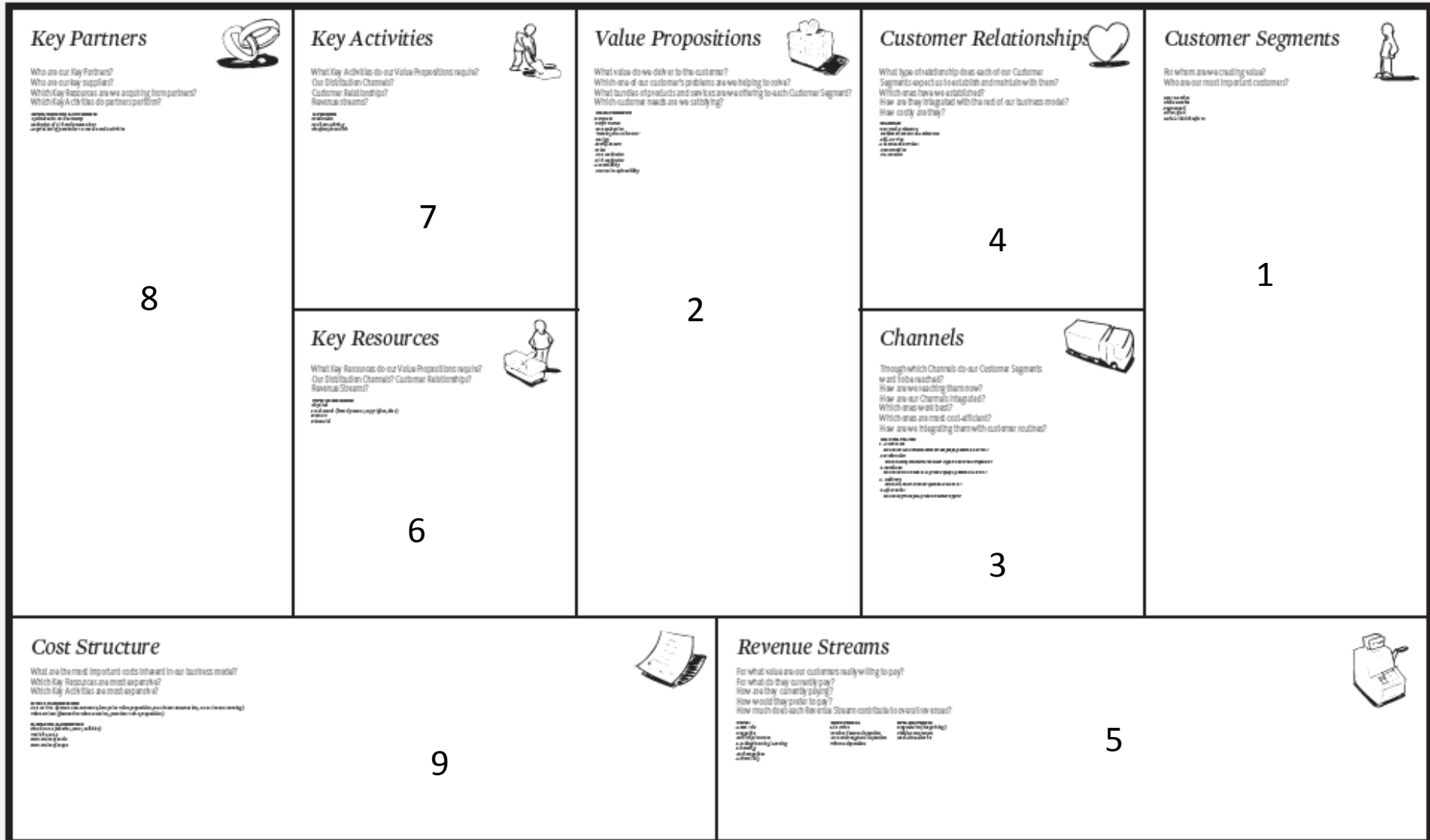
The Business Model Canvas

Designed for:

Designed by:

On: by: for:

Iteration:



Feedback

- You have 2 minutes to present your value proposition, your costumers, the costumer relationship, the channels
- 5 minutes feedback from the group
 - Where do you se the possibilities
 - Do you see other segments, values etc.

Next step?