# Training Program on Sustainable Natural and Advance Technologies and Business Partnerships for Water & Wastewater Treatment, Monitoring and Safe Water Reuse in India

## Training Session Plan

**Title of the training session**

Business Model Development

**Author(s) of the training session**

Martin Wafler, seecon
Simon Joncourt, seecon

**Short description of the session**

This session on business model development aims to equip participants with the knowledge and tools to design innovative and sustainable business models.
During the session, participants will learn the essential components of a business model, including customer segments, value propositions, revenue streams, channels, key activities, resources, and partnerships.
Through a hands-on exercise, participants will have the opportunity to apply the Business Model Canvas, a widely used tool, to their own business.

**Learning objectives**

At the end of the sessions, participants will:
1. Have a clear understanding of what a business model is and its significance in defining how a company creates, delivers, and captures value.
2. Be able to identify the essential elements of a business model, such as customer segments, value proposition, channels, revenue streams, key activities, resources, partnerships, and cost structure.
3. Be familiar with the Business Model Canvas as tool to facilitate business model innovation and strategic decision-making.
4. Have been encouraged to think critically and creatively about the different components of their business models.
5. Have developed a lean Business Model that includes core elements (building blocks) of their existing business operations.

**Trainer's required profile**

The trainer should have a background on entrepreneurship and experience with different types of business models in the water and sanitation sector (with a particular focus on nature-based and advanced water reclamation and purification solutions for drinking water, rainwater and wastewater and related monitoring options).

**Expected duration of the training session**

1.5 hours (without break)

**Methodology and key contents of the session**

| Time | Topic | Key contents | Slides Numbers |
|------|-------|--------------|----------------|
| 5 min | Introduction to the session | • Introduction to authors<br>• Learning objectives | 3 - 5 |
| 5 min | Introduction to business models | • Rationale of how companies create, deliver, and capture value<br>• Importance of developing a solid business model for the success of any business | 6 - 8 |
| 30 min | Introduction to Business Model Canvas | • Introducing the 11 building blocks that cover the four main areas of a business<br>• Detailed explanation of the 11 building blocks and the guiding questions that help to complete the Business Model Canvas | 9 - 32 |
| 50 min | Exercise | • Introduction to exercise<br>• Coaching participants during exercise | 33 - 34 |