



## MBMI-BASED CGC FALL SCHOOL 2024

Venue: Technical University of Sofia, Sofia, Bulgaria

Week No. 41, 42, 43; 7<sup>th</sup> October – 25<sup>th</sup> October 2024

*How to Analyze, Innovate, Develop, and Calculate a Business Model Innovation project*

### Course Outcome:

After the three weeks, the students must:

1. Have acquired theoretical and academic knowledge of the Multi Business Model Analyze and Innovation Concept©
2. Have gained theoretical and practical experience with the Multi Business Model tools and processes - through business cases exercise work. And in here, basic knowledge of facilitating the MBMI process in the Business Lab (the cube).
3. Be able to do practical Multi Business Model Case analysis, Innovation and Development work based on the Multi Business Model Analyze and Innovation Concept©
4. Be able to calculate CAPEX, OPEX and Financing on the practical Business case Analysis and Innovation work.
5. Be able to write and complete a Business Case report, as a basis for business model case to be pitched and presented for decision basis for management, banc, investors, and business case evaluators.

## Week 41 Agenda

Date	Place	Time	12:00-13:00	Time	Literature	Teachers Highlighted are responsible
Sunday, October 6		Arrival and get settled in Bulgaria				
Monday October 7	Technical University of Sofia	9:00- 10:30		13:00 - 13:45		Prof. Peter Lindgren
		10:30- 10:45	12:00-13:00 Lunch Break in the Canteen	13:45 - 14:30	<b>Course expectations alignment</b> - Active participation - Independent study work by Lindgren & Kingo <b>Literature Reading</b> - Literature reading and application - Business case work with business data – - confidentiality Business case work expectations to the process and the final case handed in -Course exam, the pitch by Prof. Lindgren  <b>Tea Break</b>	Books handed out:  <i>What are we doing?</i> <i>Instructions for BeeBoard &amp; Multi Business Model Innovation, BeeStar and the Seven Dimensions</i>
		10:45 - 12:00	(Or bring your own lunch)	14:30 - 14:45		Associate professor Jane Flarup
				14:45 - 16:00	<b>The E-estimate profiles &amp; Teamwork</b> - E-estimate profiles in general - E-estimate profiles and teamwork - Your E-estimate profiles in the coming weeks Business Lab Teamwork.by Jane Flarup (Personal feedback on your e-estimate profile, a student at a time by Jane Flarup)	
Tuesday October 7	Technical University of Sofia	09:00 - 12:00		13:00 - 14:30		Associate Professor Jane Flarup
		10:30- 10:45	Lunch Break in the Canteen	14:30 - 14:45	<b>Hosting City/Country Business &amp; Work Culture Exchange</b> - Need to know and Nice to know.  <b>Tea Break</b>	
					Slides handed out	

		10:45- 12.00	Hosting City/Country Cultural Exchange		14:45 - 16:00	Hosting City/Country Business & Work Culture Exchange		
Wednesday October 9	Technical University of Sofia	09:00 - 12:00	<b>The BEESTAR tool, how to use it in a business visit.</b> - Refreshing theory	Lunch Break in the Canteen	13:00 - 14:30	<b>The BEESTAR tool, how to use it in a business visit.</b> - Refreshing Business Model Innovation theory	The 2 Books handed out	<b>Prof. Peter Lindgren</b>
		10:30- 10:45	<b>Tea Break</b>		14:30 - 14:45	<b>Tea Break</b>		
		10:45 - 12:00	-Practical exercise in using tools for a business presentation, The Shires case: <i>Business design of toilet for bathrooms.</i> Prof. Lindgren.		14:45 - 16:00	- Practical exercise in using tools for a business presentation, The English case: <i>Business design of toilet for bathrooms.</i> Prof. Lindgren.		
Thursday October 10	Technical University of Sofia	09:00 - 12:00	<b>The BEEBOARD tool, how to use it in a business visit.</b> - Refreshing theory	Lunch Break in the Canteen	13:00 - 14:30	<b>CGC research: in the Business Lab</b> - WHY, the purpose of doing research recording & permission - HOW, the use of the recordings (data analysis and data management) - PUBLICATION: Confidentiality and anonymization of your data	Video-consent form  Slides handed out	<b>Prof. Peter Lindgren</b>  <b>Associate Professor Jane Flarup</b>
		10:30- 10:45	<b>Tea Break</b>		14:30 - 14:45	<b>Tea Break</b>		
		10:45 - 12:00	- Practical exercise in using tools for a business presentation, The Cocktail case: Prof. Lindgren.		14:45- 16:00	(Personal feedback on your e-stimate profile, a student at a time by Jane Flarup)		
Friday October 11	Technical University of Sofia	09:00 - 12:00	<b>The BMI BOARD tool, how to use it in a business visit.</b> - Refreshing theory	Lunch Break in the Canteen	13:00 - 14:30	Practical exercise in using tools for a business presentation, The Bee Business case: Prof. Lindgren.	Video-consent form  Slides handed out	<b>Prof. Peter Lindgren</b>  <b>Associate Professor Jane Flarup</b>
		10:30- 10:45	<b>Tea Break</b>		14:30 - 14:45	<b>Tea Break</b>		
		10:45 - 12:00	Practical exercise in using tools for a business presentation, The Bee Business case: Prof. Lindgren.		14:45- 16:00	The BMI Process		

Saturday & Sunday		Weekend - Free time				Weekend - Free time			
<b>Week 42 Agenda</b>									
Monday October 14	<b>Technical University of Sofia</b>	09:00 - 10:30  10:30 - 10:45  10:40 - 12:00	<b>Good morning - what have we learned so far?</b> Last week's learning lessons presented by student 1. (the four students present in turn)  <b>Tea Break</b>  <b>Coming Businesses Cases - Presentation:</b> (Cases TBA) by Prof. Lindgren	Lunch Break in the Canteen	13:00 - 14:30  14:30 - 14:45  14:45- 16:00	<b>Businesses case preliminary work <u>before</u> the business visits:</b> - Investigate the business(s) you are going to visit.  <b>Tea Break</b>  Prepare your Business visits, the <i>BeeStar download</i> and questions in here for the visit. supervised by Prof. Lindgren	Business cases	<b>Prof. Peter Lindgren</b>	
Tuesday October 15	<b>TBD</b>	TBD	<b>Business visit (TBA)</b> - Listen, download and ask questions to the 7 BeeStar dimensions - Write to remember for your BeeStar work 'at home'. - Photos? (Ask for permission)	Bring your own sandwich(s) TO GO & and a bottle of water	TBD	<b>Business visit (TBA)</b> - Listen, download and ask questions to the 7 BeeStar dimensions - Write to remember for your BeeStar work 'at home'. - Photos? (Ask for permission)	Business case presentation by CEO	<b>Prof. Peter Lindgren</b>	
Wednesday October 16	<b>TBD</b>	TBD	<b>Business visit (TBA)</b> - Listen, download and ask questions to the 7 BeeStar dimensions - Write to remember for your BeeStar work 'at home'. - Photos? (Ask for permission)	Bring your own sandwich(s) TO GO & and a bottle of water	TBD	<b>Business visit (TBA)</b> - Listen, download and ask questions to the 7 BeeStar dimensions - Write to remember for your BeeStar work 'at home'. - Photos? (Ask for permission)	Business case presentation by CEO	<b>Prof. Peter Lindgren</b>	

Thursday October 17	<b>Technical University of Sofia</b>	08:00 - 09:00  09:00 – 09.15  09:15 - 12:00	<b>The AS IS process in the Business visit - what did you learn at the business visit?</b> - The BeeStar download presented by students  <b>Tea Break</b>  <b>The AS IS Process: Lecturing</b> - The <i>DOWNLOADING</i> process - The <i>MULTI</i> business model approach - The <i>HOURLASS model</i> : Business, business model portfolio - <i>Business model dimensions and components</i> by Prof. Peter Lindgren	Lunch Break in the Canteen	13:00 - 14:30  14.30-14.45  14:45 - 16:00	<b>The AS IS process: Case work by participants</b> <i>DOWNLOADING</i> : Analysing and mapping own Business Case by the 7 BMI Levels "the Hourglass model" – (group work) Facilitated by Peter Lindgren  <b>Tea Break</b>  Collection on the students downloading process by prof. Lindgren.	<b>The Hourglass Model &amp; Book: What are we doing? Instructions for Beeboard</b>	<b>Prof. Peter Lindgren  &amp;</b>
Friday October 18	<b>Technical University of Sofia</b>	09:00 - 10:00  10:30 - 10:45  10:45 - 12:00	<b>The AS IS process:</b> <b>Good morning: What did we learn yesterday?</b> - Presented by a student  <b>Tea Break</b>  <b>The TO BE Process:</b> - The <i>SEEING</i> process theory by Prof. Peter Lindgren  - The <i>SENSING</i> process. Multi Business Model <i>Innovation</i> Theory and processes by Prof. Peter Lindgren	Lunch Break in the Canteen	13:00 - 14:30  14.30-14.45  14:45 - 16:00	<b>The TO BE Process: Case work by participants.</b> - The <i>SEEING</i> Phase Business Case work by students in groups Facilitated by Prof. Lindgren - The <i>SENSING</i> Phase business case work by students in groups, facilitated by Prof. Peter Lindgren  <b>Tea Break</b>  <b>The Business Case template &amp; and completed report expectations:</b> <i>Structure, content, and expectations</i> for a good, fully analyzed, innovative, financially calculated, well-written business case ready to hand into a Bank by Prof. Peter Lindgren	Slides & the 2 Books   The CGC Book no. 3: <i>Innovation</i>	<b>Prof. Peter Lindgren</b>
Saturday & Sunday		Weekend - Free time			Weekend - Free time			
<b>Week 43 Agenda</b>								
Monday October 21	<b>Technical University of Sofia</b>	09:00 - 10:30  10:30 - 10:45  10:45 - 12:00	<b>Good morning: What have we learned so far?</b> - Presented by a student  <b>Tea Break</b>  <b>The AS IS <i>DOWNLOADING</i> work by students:</b> Business Case work by students in the group in the Business Lab - Identify a challenging Business Model(s) in your case and map the Business Model(S) in the	Lunch Break in the Canteen	13:00 - 14:30  14.30-14.45  14:45 - 16:00	<b>The AS IS <i>DOWNLOADING</i> work by students:</b> Business Case work by students in the group in the Business Lab  <b>Tea Break</b>  Map the challenging case Business Model(s) in the <i>BeeStar Tool</i> .	The 3 books and previous slides handed out. & Business Case template	<b>Prof. Peter Lindgren  &amp;</b>

			<i>BeeBoard tool</i> - now based on the economic calculation! Facilitated by Prof. Lindgren			- Start writing notes in your <i>business case file</i> as well  Facilitated by Ambuj Kumar		
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Tuesday October 22	Technical University of Sofia	09:00 - 10:00	<b>Good morning: What have you DONE so far?</b> - Presented by a student	Lunch Break in the Canteen	13:00 - 14:30	<b>The AS IS <i>SEEING</i> work</b> Business Case work by students in the group Continue work with your challenging Business Model(s) in your case and in here the <i>SEEING</i> Phase work.	The 3 books and previous slides handed out	Prof. Peter Lindgren
		10:30 - 10:45	<b>Tea Break</b>		14.30-14.45	<b>Tea Break</b>		
		10:45 - 12:00	<b>The AS IS <i>SEEING</i> work</b> Business Case work by students in the group. - Work with your challenging Business Model(s) in your case and do the <i>SEEING</i> Phase work. Facilitated By Prof. Lindgren		14:45 - 16:00	Remember to make notes in your <i>business case file</i> . Facilitated by Ambuj Kumar		
Wednesday October 23	Technical University of Sofia	09:00 - 10:00	<b>Good morning: What have you DONE so far?</b> - Presented by a student	Lunch Break in the Canteen	13:00 - 14:30	<b>The AS IS <i>SENSING</i> work</b> Business Case work by students in the group in the Business Labs -Mapping the Business Case BMI possibilities: Map BUBBELS and TO BE Business Model in the BeeBoard	The books and previous slides handed out	Prof. Peter Lindgren
		10:30 - 10:45	<b>Tea Break</b>		14:30 - 14:45	<b>Tea Break</b>		
		10:45 - 12:00	<b>The AS IS BM <i>SENSING</i> process tools and work</b> The business case Multi Business Model Innovation ( <i>SENSING</i> ) work and tools for this process Lecturing by Prof. Lindgren		14:45 - 16:00	Remember the notes in your business case file Facilitated by Prof. Lindgren		
Thursday October 24	Technical University of Sofia	09:00 - 10:30	<b>Good morning: What have you DONE so far?</b> - Presented by a student	Lunch Break in the Canteen	13:00 - 14:30	<b>The TO BE <i>SENSING</i> process work</b> Business Case work by students in the group in the Business Labs	The books and previous slides handed out	Prof. Peter Lindgren
		10:30 - 10:45	<b>Tea Break</b>		14:30 - 14:45	<b>Tea Break</b>		
		10:45 - 12:00	<b>The TO BE BM <i>SENSING</i> process tools and work</b> Business Case Sensing work by students in the group in the lab  Facilitated by Prof. Lindgren		14:45 - 16:00	Business Case Sensing work by students in the group in the lab - remember to write the notes in your <i>business case file</i> . Facilitated by Prof. Lindgren		

Friday October 25	Technical University of Sofia	09:00 - 10:30	Course exam, the pitch  <i>Tea Break</i>  Course Exam continued	Lunch Break in the Canteen	13:00 - 14:30	How to Facilitate the MBMI Process in the Bee Lab - and more  <i>Tea Break</i>  Course Certificates, Goodbye and see You soon again	The books and previous slides handed out	Prof. Peter Lindgren & Gitte Kingo   Jane Flarup
		10:30 - 10:45			14:30 - 14:45			
		10:45 - 12:00			15:00 - 16:00			
		Saturday October 26			Fly back to India			

**Prof Peter Lindgren**

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