

Business Model Design Level 1

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Training camp description

Business Model Design Level 1 helps early-stage startups build a strong business model through practical work with the Value Proposition Canvas and Business Model Canvas. The training camp helps founders clarify customers, value creation, and commercial logic across segments, relationships, channels, revenue, activities, resources, partners, and costs, while making assumptions visible and testable.

Key takeaways from the workshop

Start with the customer - A strong business model begins with understanding a specific customer segment and the jobs, pains, and gains that shape their choices. Founders should avoid describing the market too broadly and instead focus on one clear target group at a time.

Understand the decision landscape - In life science, adoption rarely depends on one person alone. Startups need to identify who uses the solution, who influences the decision, who pays, who approves, and who may block progress. This creates a better basis for market entry and communication.

Use the business model as a learning tool - The Business Model Canvas should support dialogue, reflection, and iteration. It is valuable for structuring ideas and creating team alignment, but it should not be treated as fixed. As new insights emerge, the model should evolve.

Distinguish between today and tomorrow - Founders benefit from separating the current business model from the future one. This is especially important when thinking about activities, resources, partners, revenue streams, and cost structure as the company moves toward a more operational stage.

Best practices

Focus the work - Choose one priority customer segment and map its most important jobs, pains, and gains before discussing product features. This keeps the work concrete and helps avoid mixing multiple customer types into one model.

Make stakeholders visible - List the main decision-making roles around the customer, such as user, buyer, influencer, compliance function, and veto power. Then define what each of them needs to believe, see, or experience to support adoption.

Work with assumptions actively - Update the canvas regularly and mark what is true now, what is a hypothesis, and what belongs to the future setup. This makes it easier to turn workshop insights into actions and learning priorities.

Build the model through practice - Test channels, relationships, pricing logic, and partner needs early. At the same time, review fixed and variable costs from both a value-driven and cost-driven perspective to understand what kind of business model fits your strategy.