



HOW TO BUILD VIABLE BUSINESS MODELS IN AAL PROJECTS

- Improving your chances for successful commercialization through
business model experimentation and validation -

26 November 2015
09:30 – 14:30
Vienna, Austria
(venues to be confirmed soon)

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*For a maximum of 25 participants - **deadline 15 October 2015***

WHY:

- To find out *how business models can be rapidly experimented and tested within AAL projects*;
- To learn how to get feedback if your project is steering for the right direction, and if not how to change the direction.

WHAT:

- You will receive **training** on how to build business models with highly iterative methods;
- You will **learn** how to validate business models and value propositions in small groups together with business experts, who will provide support and mentoring during the workshop;
- You will **share challenges and best practices** in business development.

TO WHOM:

- *Workshop participants organisation must be or must have been participating in a project under AAL Joint Programme! (Calls 1- 6 or Call 2014) ;*
- For the professionals in your consortium or in your organisation, responsible for the commercialization of the results of your AAL projects;
- For those who are interested in learning and discussing how new business development principles work within the framework of AAL projects.

SOME QUOTES FROM THE PREVIOUS PARTICIPANTS IN AAL2BUSINESS WORKSHOPS:

"Simple, well established practical tools."

"I have several years of experience in business modelling, but I must admit I learned interesting stuff with the lean start-up approach"

"I'm coordinating a Horizon 2020 project and I'm using the Canvas for the business model definition. I decided to use it after participating in the workshop."

"Method of Lean Startup with hypotheses and Testcards. The method is very easy to use on the field and learn much about the business model that we develop."

"We liked very much working in the small groups and working on a real project data."

"Active participation of participants was amazing. I think preparation of the coach and engaging the participants are critical."

More information on the AAL2Business Support Action at:
<http://www.aal-europe.eu/support-to-projects/aal2business/>