BMGEN story

2000   2004   2008   2012   2016 → time

academic research   book gestation   workshop activity   **in progress**

VISION
Entrepreneurs and business leaders will

use visual tools

Business model concepts

| BM ontology | BM canvas | BM mechanics | VP canvas |

thesis   simpler & visual   story-based   jobs-to-be-done

NEW book coming

prototype and test

Design thinking techniques

| prototyping | testing | morphing |

contribution to research

managing as designing   *book*   customer development   four-action framework

adopt CAD support

CAD support

| iPad app | web app |

strategyzer

impact on entrepreneurship

software

be trained using simulators

Serious game training

| online course |

moocs

influence on corporation innovation

transformation of strategy practice