

## Business Model Innovation Bootcamp

*Develop World-Class Capacity  
in Innovation Competency*



### OVERVIEW

Innovation is known as transformation of research and development solutions into money (revenue). However, running an innovation business requires a successful (product or service) business launch first, and then, developing a sustainable business model to stay in the market.

A company may develop a viable innovation solution, may launch the solution as a product to market, but still needs to develop a sustainable business model to stay competitive in the long run.

This program, which is utilizing a world-class training curriculum promoted by NSF Innovation Corporation to innovation companies, takes participants through all necessary activities to make the company innovative and sustainable in the market. The model is presented by lectures, workshops, and real case trials from participants' businesses.

### KEY BENEFITS

The training model presented in this program is a world-class innovation business model generator. It has been utilized in innovation companies to develop competitive strategies for company operations as well as customer value proposition.

The training program is enriched by regional experiences to make the methodology more understandable and practicable in companies of the region.

Particularly, the participants will benefit from:

- Learning what the critical dimensions or components are to develop a sustainable innovation business.
- Gaining hands-on experience to carry out all necessary activities to develop a business model.
- Getting familiar with strategies and decision making processes to make the model competitive.

### WHO SHOULD ATTEND

"Bootcamp" is for people who have responsibility to make an innovative business sustainable. It's specifically designed for:

Engineers, designers, business developers, strategy developers, marketing analysts, supply chain employees, and leaders and managers at all levels.

### SCHEDULE (40 HOURS)

#### Day 1

- Strategic decision on customer segments
- Customer relationship model

#### Day 2

- Develop appropriate business channels
- Develop value proposition model and strategy

#### Day 3

- Develop revenue streams for the business
- Manage business or project key activities

#### Day 4

- Manage company key resources
- Key partner management models

#### Day 5

- Identify and optimize cost structure model
- Wrap-up

# THE SCHOOL of Technology & Innovation

## ABOUT THE SCHOOL

The School is an international research, training, and consultancy company, dedicated to provide guidance to technology development engineering and innovation engineering projects towards creating quantified value-propositions for all stakeholders, thereby, achieving competitive and sustainable business solutions.

## ABOUT THE EXPERT (Dr. SUAT GENÇ)

Dr. Suat Genç is the founder and CEO of the School, who have more than 25 years of experience in the field of technology and innovation as a researcher, faculty member, engineer, consultant, and C-Level executive.

Dr. Genç is also currently a part-time adjust professor at Boğaziçi University and Board Member at Gebze Technical University Technopark in Turkey.

Up until recently, Dr. Genç served for 4 years as General Manager of BMC Power Company, developing Power-Packs (Engine, Transmission and Cooling Systems) for both military and commercial vehicles (e.g., Altay Main Battle Tank and Armored Vehicles).

Prior to these appointments, Dr. Genç was Vice President for 8 years at MAM and BİLGEM Research Centers of the Scientific and Technological Research Council of Turkey (TUBITAK). His responsibilities were methodology development for Strategy and Technology Management as well as developing new business models to transfer available technologies to industrial companies.

Dr. Genç served for 7 years as Product Development Coordinator at Turkish Institute for Industrial Management (TUSSIDE/TUBITAK), where he found the opportunity to provide professional R&D training and certification programs as well as consultation services to more than 500 companies.

Dr. Genç also worked for 5 years as a Senior Systems Development Engineer for Plug Power Fuel Cell Company (General Electric Global Research Center) in New York, where he was responsible for a wide range of technology and system development activities.

Dr. Genç received his BS degree in Mechanical Engineering from Istanbul Technical University (Istanbul, Turkey), and his MS and PhD degrees in Mechanical Engineering from Rensselaer Polytechnic Institute (New York, USA).

## THE SCHOOL DIFFERENCE

The programs have been tailored by utilizing global theories and knowledge, but further enriched and enhanced by taking into account regional facts such as cultural differences, market realities, working people skills as well as management styles.

After all these adjustment and improvements, The School is ready to support regional organizations by providing step-by-step, easy-to-understand, and ease-to-implement premium process knowledge; primarily in “Technology” and “Innovation.”

## OUR PROFESSIONAL PILLARS

The School is dedicated to provide services in below core areas:

**GLOBAL  
R&D  
SERIES**

To make things **Work**

*Technology Development Engineering*

To **Meet** users' needs

*Product Development Engineering*

To have robust **Performance**

*Process Development Engineering*

To make an Innovative Idea **Viable**

*Design Thinking for Innovation*

To **Launch** an Innovative Product

*Innovation Engineering*

To **Sustain** an Innovative Company

*NSF I-Corps Bootcamp*

**SILICON  
VALLEY  
SERIES**