Business Model Training Course: Scale & Profit with Tech-Driven Growth

16 – 20 November 2026
Addis Ababa

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Ref: 75_223293 **Date:** 16 – 20 November 2026 **Location:** Addis Ababa **Fees:** 4500 Euro

Course Overview:

The course is an intensive, enterprise-oriented program tailored to modern business leaders seeking sustainable scalability. This course empowers participants with practical tools, case studies, and innovation strategies to master the design, execution, and evolution of strategic business models. It emphasises real-world application through the lens of current and future economic models such as the platform economy, machine economy, ecosystem-based business models, and more.

Target Audience:

- C-Level Executives CEO, CIO, COO
- Strategy and Innovation Leaders
- Digital Transformation Managers
- Business Analysts and Consultants
- Enterprise Architects
- Entrepreneurs and Founders

Targeted Organizational Departments:

- Strategy & Corporate Development
- Innovation & R&D
- Digital Transformation Offices
- Business Development & Growth
- Marketing & Customer Experience
- IT & Data Analytics

Targeted Industries:

- Technology & SaaS
- Financial Services
- E-commerce & Retail
- Manufacturing
- Telecommunications
- Healthcare
- Government & Public Sector

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Course Offerings:

By the end of this course, participants will be able to:

- Apply the 6C Business Model Framework for strategic design.
- Analyse and implement platform business models and ecosystem economy strategies.
- Design effective value propositions and optimise revenue streams.
- Leverage cloud, API, and AI-powered systems in model execution.
- Differentiate and execute various types: freemium, subscription, marketplace, direct-to-consumer, and crowdsourcing.
- Forecast market shifts using data-driven innovation and machine economy tactics.
- Develop scalable, sustainable, and tech-driven business models.

Training Methodology:

This course uses a blended learning approach grounded in enterprise strategy and innovation. Methods include:

- Case studies on Amazon, Airbnb, and platform economies
- Group discussions and scenario planning on value creation and strategic alignment
- Collaborative design sprints for revenue model optimisation and market entry strategies
- Application of ecosystem strategy, data analytics, and personalisation models to practical challenges

Course Toolbox:

- Business Model Canvas & 6C Framework Templates
- Strategic Planning & Execution Checklists
- Revenue Model Calculators
- Case Study Repository Airbnb, Uber, Amazon, etc.
- Collaboration Tools for Ecosystem Mapping
- Subscription Economy ROI Templates

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Course Agenda:

Day 1: Core Principles of Business Model Design

- **Topic 1:** Defining Business Model Innovation for Enterprise Leaders
- **Topic 2:** Value Proposition Design for Competitive Advantage
- **Topic 3:** Exploring Strategic Revenue Models and Monetisation
- **Topic 4:** Introduction to the 6C Business Model Framework
- **Topic 5:** Visualising Ideas with the Business Model Canvas
- **Topic 6:** Identifying Target Customers and Market Segments
- **Reflection & Review:** Business model foundations vs modern demands

Day 2: Technology-Driven Models & Digital Frameworks

- **Topic 1:** Platform Business Models and Digital Strategy Alignment
- **Topic 2:** Cloud Computing Business Models and API Economy Essentials
- **Topic 3:** Freemium, Subscription, and Consumption-Based Approaches
- **Topic 4:** Digital Platform Technology and E-commerce Innovation
- **Topic 5:** AI-Powered Business Models and the Machine Economy
- **Topic 6:** Leveraging Data-Driven Innovation for Business Growth
- **Reflection & Review:** Evaluating the integration of digital tools into models

Day 3: Emerging Models in Ecosystems and Experience

- **Topic 1:** Ecosystem Economy: Collaborations and Co-Creation Models
- **Topic 2:** Marketplace Dynamics and Sharing Economy in Practice
- **Topic 3:** Circular Economy, Sustainability, and Social Impact
- **Topic 4:** Creator Economy: Monetising Digital Content and Skills
- **Topic 5:** Experience Economy: Personalisation and Engagement
- **Topic 6:** Machine-to-Machine and API Economies in Action
- **Reflection & Review:** Matching business models to user experience trends

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Day 4: Planning, Optimisation, and Execution

- **Topic 1:** Strategic Planning and Go-to-Market Design
- **Topic 2:** Cost Optimisation and Revenue Stream Evaluation
- **Topic 3:** Customer Segmentation Strategy and Personalisation Tactics
- **Topic 4:** Crowdsourcing and Crowdfunded Entities
- **Topic 5:** Value Chain Activities and Competitive Positioning
- **Topic 6:** Building Scalable and Sustainable Structures
- **Reflection & Review:** Aligning operational frameworks with strategic models

Day 5: Application, Scaling, and Business Future-Proofing

- **Topic 1:** Business Model Execution Plans: Testing and Scaling
- **Topic 2:** Collaborative Ecosystem Design and Strategic Partnerships
- **Topic 3:** Licensing, Open Source, and Community-Led Business Models
- **Topic 4:** Advertising and Direct-to-Consumer Channels
- **Topic 5:** Evaluating Business Model Trends and Future Directions
- **Topic 6:** Finalising Your Business Model Blueprint
- **Reflection & Review:** Capstone presentations and feedback on business model plans

FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

No formal prerequisites are required. However, a background in business strategy, entrepreneurship, or digital transformation is recommended.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4-5 hours, with breaks and interactive activities included. The total course duration spans one week, approximately 20-25 hours of instruction.

What is the difference between a platform and an ecosystem business model?

Platform business models enable direct user interactions via a digital interface, while ecosystem models involve a collaborative network of partners delivering co-created value.

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How This Course is Different from Other Business Model Courses:

Unlike traditional business model training, this course is deeply rooted in enterprise innovation strategy, leveraging the latest technologies—AI, IoT, cloud computing, and data analytics—to enable real transformation. which offers a structured 6C Framework, rich examples from platform ecosystems, and actionable templates for implementation. This course goes beyond theory by offering a future-ready roadmap that incorporates API economy, machine economy, and creator economy models, aligning your strategies with the subscription economy and ecosystem-driven growth. Participants leave not only with ideas but also with execution plans and a tested model they can apply immediately.