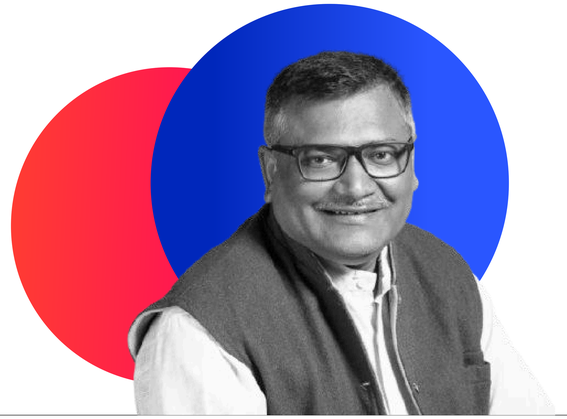
Designing Business Models | 15-19 June 2026

Executive program on Next-Generation Business Model Design

In today's competitive environment, product/service development and commercialization require multi-disciplinary collaboration. Business model innovation has emerged as a key driver of sustainable competitive advantage. This workshop emphasizes the re-imagination and articulation of business models to address evolving market needs. Participants will learn how business models define the logic of value creation, delivery, and capture, and how to strategically innovate them for long-term success.



Anchor Faculty: **Bhavin Kothari**

Duration: **5 days** | Venue: **NID Gandhinagar** | Proposed intake: **30 students** | For whom: **C-Suite Executives, Designers, Managers, Social Workers, Professionals, Students, and anyone seeking to increase sensitivity**

What you'll learn?

- Exploration of emerging technology applications and their market alignment
- Application of strategic design thinking for business model development
- Development of commercialization strategies for innovative ideas
- Understanding Value Proposition and Customer Segments as core business model components

Methodology

Interactive and participatory sessions

Combination of lectures, case studies, group activities, and hands-on exercises

Application of concepts through real or hypothetical business scenarios

Direct implementation of learning outcomes in practical contexts