

## EVENT REPORT

Author:	Đorđe Čelić, Sanja Kojić
Event Title:	Act3.5.4 Development and delivery of start-up training courses for BI and STP tenants, SMEs, start-ups, Delivery of Module 4 (UNS, BINS)
Event Date:	17/11/2015
Event Venue:	University of Novi Sad, Business Incubator Novi Sad
Type of event: (National, international, press conference, promotional event etc.)	Trainings
Short description:	
<p>The training within activity Act3.5.4 Module 4 <b>“Business Model Development”</b> was organized by the Business Incubator team, particularly by Đorđe Čelić. The training activities belong to Module 4:</p> <ol style="list-style-type: none"> <li>1. What is a Business model?</li> <li>2. Customers and Value proposition</li> <li>3. Channels, Customer relationships and Revenue Streams</li> <li>4. Key resources, Key Activities, Key partners, Cost structure</li> </ol> <p>Trainees from Business Incubator Novi Sad had an opportunity to learn more about development of business models. After the introductory motivational part about developing an idea into business opportunity, the trainees learned more about the Canvas method, and some practical steps in its. Moreover, participants of the training were developing their ideas into a business plan using the Canvas method. The aim of the training was to bring their ideas to the quality and successful business plan from several iterations by using all segments of Canvas methods.</p> <p>Second part of the training Customers and Value proposition included several topics such as validation of business models, mapping of customers profiles and target groups, interviewing the customers, MVP, etc. At the end of the training, the trainees adapted their business models (CANVAS) using new inputs and guidelines they obtained during this training.</p> <p>Third part of the training explained in details Channels, Customer relationships and Revenue Stream, while Key resources, Key Activities, Key partners, Cost structure were explained in the last part of the training.</p>	
Organiser(s):	University of Novi Sad
Agenda:	<a href="http://www.bsons.uns.ac.rs/files/slides/files/Agenda%20Module%203.pdf">http://www.bsons.uns.ac.rs/files/slides/files/Agenda%20Module%203.pdf</a>
Total number of participants:	11 (6 male and 5 female)
Links to further information:	
Other personal remarks:	
-	

## 1. EVENT ORGANISATION DETAILS

Invitation was sent off to participants on:	n.a.
Information Material was sent off to participants on:	n.a.
Date of Initial Participant List Compilation:	n.a.
Date of Final Participant List Compilation:	n.a.
Total Number of Participants Invited	n.a.
Date of Agenda Finalisation:	n.a.

## 2. Problems encountered during the event preparation phase

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**Organisers:** *Please complete (if you have not met with any problems in that phase, please fill in "N/A". Please also include any feedback by the participants **before** the workshop )*

## 3. EVENT ROLLOUT

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Some general information

### 3.1. Final Event Agenda + Participant list

## AGENDA

AGENDA	
<b>Training, University of Novi Sad, Business incubator Novi Sad</b> <b>17<sup>th</sup> November 2015 – trainer Đorđe Čelić</b> <b>„Business model development“ -</b>	
10:00 – 11:30	What is a Business model?
11:30 – 11:45	Coffee break
11:45 – 12:15	Customers and Value proposition
12:15 – 13:30	Coffee break
13:30 – 15:00	Channels, Customer relationships and Revenue Streams
15:15 – 15:30	Coffee break
15:30 – 17:00	Key resources, Key Activities, Key partners, Cost structure

Događaj:	TRENING „Razvoj poslovnog modela“
Mesto:	Univerzitet u Novom Sadu, Zorana Đinđića 1, Novi Sad
Datum:	17.11.2015. godine
Organizatori:	Univerzitet u Novom Sadu, Poslovni inkubator Novi Sad

	Name	e-mail	signature
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11	Monika Čekić	monico.cekic@gmail.com	Monika

### 3.2. Photographs from the event









### 3.3. Event Implementation

WP-leader
<i>Please add your comments, if any</i>
WP co-leader
<i>Please add your comments, if any</i>

## 4. EVENT EVALUATION BY PARTICIPANTS

### 5. Lessons learned

*(Please fill in using bulleted text, e.g.*

### 6. Additional comments

May be filled by any of the organising partners

*Please add in any other comments concerning the preparation and organisation of this event:*