

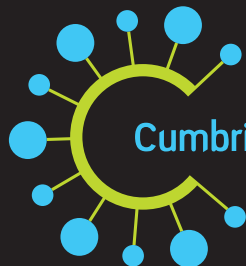


Cumbria Forum

Business Model Innovation
**Build resilience and
flexibility into your
business model**

Register your interest today
t: 01524 510728
e: bmi@lancaster.ac.uk
w: lancaster.ac.uk/lums/bmi

New online peer-learning programme specifically designed to help Cumbrian SMEs understand how they can create, deliver and capture value differently in order to withstand external forces and market crises.



Cumbria Business Growth Hub
& Rural Growth Network

www.cumbriagrowthhub.co.uk



About the programme

This programme is designed for directors or owner-managers of SMEs who employ three or more members of staff.

It consists of three half-day workshops, which break business modelling down into three components:

Creating Value | **Delivering Value** | **Capturing Value**

Once the fundamentals of innovation have been established, you will visit each of these components in turn and use a blend of theories, models and practical activities to support you to explore how you can innovate to build flexibility and resilience into your business model.

All of this takes place in a safe and trusted peer learning environment to provide stimulus and challenge from like-minded business leaders.

The programme will enable you to:

- Articulate and understand value from your customer's perspective, meeting functional, social and emotional needs
- Look at new, innovative ways in which you could deliver your value proposition to your customers
- Explore a variety of revenue models and income streams to increase resilience

Cost

This programme is fully-funded for European Regional Development Fund (ERDF) eligible companies. Visit our website for eligibility details.

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