

## PRESS RELEASE

**IIT Hyderabad, Dept. of Entrepreneurship & Management in collaboration with Business Design Lab offers a unique action-learning Certificate program on ‘Business Model Innovation’ for Business Leaders, Entrepreneurs, Intrapreneurs Sr. Design and Strategy Professionals**

***This 30-hours Certificate Program aims to help participants identify opportunities to innovate their business model and conduct business experiments using Design Thinking Methods***

**Hyderabad March 23, 2021:** Businesses, whether big or small, must pivot their business models and strategies to stay relevant in the market. With unprecedented challenges emerging every day, strong leadership skills, a humane approach to building superior business models is imperative. IIT Hyderabad, Dept. of Entrepreneurship and Management in collaboration with Business Design Lab offers a unique action-learning Certificate program on Business Model Innovation for Business Leaders, Entrepreneurs, Intrapreneurs Sr. Design and Strategy Professionals

The Program has 2 Action Learning Courses specially curated to enable business and venture leaders to handle these challenging times, which demand tremendous tinkering and innovation. The Program aims to enable participants to **identify opportunities and design real-time experiments** for discovering market needs and validate their riskiest assumptions.

It is Critical for the Start-Up and SME Community to get immediate access to insights, guidance and management expertise at an affordable price. We have launched our inaugural batch at 50% of the regular fees with an aim to assist these Enterprises to initiate their Business Growth journey with support from Experts and Professionals. Program enrollment has started and is on a rolling basis. Participants are encouraged to submit their application for consideration. This high engagement, cohort-based Program, has a maximum batch size of 20.

### **Unique features of the Program include:**

- Cohort based Program
- Action Learning and high engagement-focused workouts
- Virtual Facilitator led sessions along with support from professional mentors
- Peer learning and collaboration sessions
- Access to Digital Library of Guides, Methods and Tools

### **Target Audience:**

- Business Unit Heads and P&L Leaders
- Strategy Heads and Professionals
- Growth Stage Entrepreneurs
- Venture Builders and Investors
- Intrapreneurs in Mid-size Organization
- Product Leaders and Architects
- UX Design and Management Professionals

Unlike low engagement virtual delivery, this Program uses research-based insights, methods, tools and guides to promote team collaboration. We created an environment of collective thinking, leveraging a collaborative workspace to encourage the spirit of teamwork even during the much talked about WFH (work from home) period.



**Highlighting the uniqueness of this program, Dr. M P Ganesh – Program Director & Head – Dept. of Entrepreneurship and Management, said,** “We would like to enable businesses especially mid-size growth stage ventures, by providing contextual learning interventions, that prepare them to grow and scale their businesses by reducing their investment risk; thereby contributing to society by creating jobs and better value for all”.

**At the end of the 2-course Program, participants will be able to:**

- Identify growth opportunities in the VUCA world
- Develop strategies to build superior Business Models
- Visualize and bring business ideas to life
- Develop critical thinking and creative problem-solving skills using the Design Thinking Methods
- Design and conduct low fidelity business experiments to test their business ideas

**Underlining the relevance of this program in today’s context, Mr. Ajay Parasrampurua – Lead Facilitator and Co-Founder Business Design Lab, said,** “The COVID-19 Global pandemic, has caused all Businesses to pause, relook and adapt to the “new normal”. Businesses are faced with greater challenges and constraints bringing many organizations to vulnerable stages in their business cycle. Over 54% of startups (as per NASSCOM Survey) are looking to pivot their Business in order to survive. At the same time for the Indian economy to grow, we need 1000 companies to grow and scale-up in the next few years. (McKinsey Report 2020). This program will help participants in reducing business innovation uncertainty and investment risk by designing and implementing smart experiments”.

Please visit <http://em.iith.ac.in/bmi.html> for more information on fees and the application process. The last date to apply is May 7, 2021

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### **About IIT Hyderabad**

Indian Institute of Technology, Hyderabad (IITH) is one of the six new Indian Institutes of Technology established by the Government of India in 2008. In a short span of **12** years, the Institute has built an imposing **578** acre campus and has been ranked among the top **10** Institutes for four consecutive years in the NIRF released by the Ministry of Education, GoI. IITH was also ranked under Top **#20** in the recent edition ARIIA on indicators related to ‘Innovation and Entrepreneurship Development’ among students and faculties. IIT Hyderabad has close to **237** full-time faculty, **3,397** students of whom **20** percent are women, nearly **200** state-of-the-art laboratories and five research and entrepreneurship centres. The Institute has a strong research focus with more than Rs. **500** crore of sanctioned research funding while PhD scholars account for about **30%** of total student strength. IITH students and faculty are at the forefront of innovation with more than **1,500** research publications and patent disclosures, **300** sponsored/consultancy projects and **50** industry & academic collaborations.

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## **About Business Design Lab (BDL)**

Business Design Lab is team of professional with 70+ man years of experience in management education, business consulting and Design Thinking. They are a team of 10 professional facilitators with an average 20 years of experience in leadership, strategy and innovation facilitation. In addition, BDL has a stellar team of Industry Specialists and Successful Business people as Mentors who provide the Market Insights, Guidance and Management Expertise that the Start Up Founders and SME's need.

The practitioners and expert facilitators at BDL blend Design (Intuitive Thinking) with Strategy (Analytical Thinking), to help visualize business strategy in a way that the team, investors and customers all understand their future vision. With the right combination of innovative learning pedagogy, digital tools and resources – be it experiments, workshops, facilitation and Mentorship or Virtual Off-Sites, they help develop Businesses that are more future-focused and cued into changing user needs, thus reducing the chances of failure to negligible or none.

Website: [www.bizdesignlab.com](http://www.bizdesignlab.com)

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