

On Wednesday **September 18, 2013**, the OLX Kenya, Country Manager will be giving a talk on **Business Model Innovation**. It will be a detailed 2 hrs talk with a 10 minutes break. Below are the details of the talk:

Title: Business Innovation Model: *To Understand Business Models; How to Design and Deploy them from a new innovation*

Time: September 18, 2013, 2.00-4.00 PM

Venue: LG01, School of Computing & Informatics

Target Audience: Senior Undergraduate students and Graduate School students.

Confirm attendance: <http://goo.gl/krvgUX>

Topic		Description
1	Why Business Models Matter	
2	Types of Innovations	Disruptive, sustaining innovations
3	Business Model definition	
4	The different components of a business model	Based on current research of business models
5	Different Business models an industry	Compare the local businesses that exhibit different business models in the following industries with their varying degrees of disruption: Banking, Advertising, Education
6	Designing & Deploying a new business model from an innovation	Practical exercise where you will work in groups to design a new business model for a technology innovation (distributed earlier)
7	How enterprises evolve from an idea to a repeatable business model	Discuss how ideas are shaped by entrepreneurs into repeatable, stable business models
8	Where will the new disruptions/business models emerge from in Kenya	Open but guided discussions on where new business models might come from

Details previous talk on *Disruptive Innovation* (2012) can be [found](#)