

TGS-2024043211

# Business Model Development – The Business Blueprint

Master business model innovation,  
from brilliant idea to scalable impact.

🕒 2 Days (in-person) 📅 Asynchronous e-Learning & Classroom

Full Fee  
**\$1362.5**

\*Net Fee  
**\$487.5**



[Scan to View  
Workshop Dates](#)

\* Refer to next page for funding eligibility



## Blueprint Your Business Brilliance

This course empowers you to turn your unique vision into a thriving, sustainable business. You will learn to strategically analyze successful models, identify emerging market trends, and apply proven design thinking methodologies to innovate and shape your ideas.

This comprehensive program also guides you through navigating potential risks and developing concrete strategies to mitigate them. You'll master implementing project management techniques and developing key metrics to measure success.

Ultimately, you will gain the complete set of skills to build a resilient, agile, and scalable business model ready for real-world impact and growth.

## Implement & Scale



### Analyze & Evaluate

Analyze market trends, best practices and evaluate existing business models to align with organizational objectives.



### Identify & Innovate

Identify business prospects using market trends, assess viable innovations, and develop strategies to discover creative solutions.



### Implement, Measure & Scale

Mitigate risks, implement project management, apply success metrics, and develop strategies to scale successful business model ideas.

Blueprint Your  
Business Brilliance:  
From Idea to Impact

## Strategic Foundation

Learn to analyze key business aspects to spot market trends and best practices. Evaluate existing business models to effectively align organizational and business objectives.

## Innovative Design

Identify business prospects using market trends and company objectives. Develop strategies to apply unconventional methods for innovative solutions and assess viable business model innovations based on set criteria.

## Implementation & Scaling

Examine and mitigate risks while implementing project management techniques for innovative projects. Learn to apply metrics to measure success and develop strategies to scale up successful business model ideas.

## Course Outline

At the completion of the course, e-certificate will be awarded to trainees who have demonstrated competency in the WSQ assessment and achieved at least 75% attendance.

Asynchronous e-Learning	Session 2	Session 4
<p>(Gnowbe platform)</p> <p><b>Understanding the Business Principles</b></p> <ul style="list-style-type: none"> <li>eLearning modules</li> <li>Crafting your Business Model</li> </ul> <p><b>Quizzes</b></p> <p><b>Prepare draft Business Model Canvas</b></p>	<p><b>Day 1 (11am – 1pm)</b></p> <p><b>Learn validation techniques and test on own business model</b></p> <ul style="list-style-type: none"> <li>Validation Techniques</li> <li>Opportunity &amp; Risk Assessment</li> <li>Group Exercise</li> </ul>	<p><b>Day 2 (9am – 1pm)</b></p> <p><b>Synthesis and Future Planning (2 Hours)</b></p> <ul style="list-style-type: none"> <li>Model Iteration</li> <li>Group exercise &amp; debrief</li> </ul>
Session 1	Session 3	Session 5
<p><b>Day 1 (9am – 11am)</b></p> <p><b>Learn the principles of business model</b></p> <ul style="list-style-type: none"> <li>Business Model Canvas</li> <li>Case studies</li> <li>Create personalized own business model canvas</li> </ul>	<p><b>Day 1 (2pm – 6pm)</b></p> <p><b>Participants work individually to further refine their business models and plan validation experiments.</b></p> <p><b>Design and run a lean experiment for an aspect of their business model.</b></p>	<p><b>Day 2 (2pm – 4pm)</b></p> <p><b>Business Innovation Pilot Project</b></p> <ul style="list-style-type: none"> <li>Innovation Ideas &amp; Selection Process</li> <li>Project Management Plan</li> <li>Success Metrics</li> </ul>
		Assessment
		<p><b>Day 2 (4pm – 6pm)</b></p> <ul style="list-style-type: none"> <li>Written Exam</li> <li>Case Study</li> <li>Project Presentation</li> </ul>

## Course Fee and Government Subsidies

Self-Sponsored / Company Sponsored (S\$)			
	Eligible SSG Grants*	Before GST	After GST*
Foreigner	N/A	1250	1362.5
Singapore Citizen 25-39 years old & Singapore PR	Up to 50% grants	625	737.5
Singapore Citizen 40 years old & above	Up to 70% grants	375	487.5

\*SSG grants are not taxable. GST is taken from the original course fee, before SSG grant applies.

## Course Support

- SFC (SkillsFuture Credit) claimable, including GST
- SFEC claimable for eligible Singapore-registered companies
- PSEA claimable

## Applicable SSG Grant

- SkillsFuture Funding (Baseline)
- SkillsFuture Mid-career Enhanced Subsidy
- SkillsFuture Enhanced Training Support for SMEs

## Fee Details

### Self-Sponsored Individual

[https://www.myskillsfuture.gov.sg/content/portal/en/career-resources/career-resources/education-career-personal-development/SkillsFuture\\_Credit.html](https://www.myskillsfuture.gov.sg/content/portal/en/career-resources/career-resources/education-career-personal-development/SkillsFuture_Credit.html)

### Skillsfuture Enterprise Credit information (SFEC)

<https://skillsfuture.gobusiness.gov.sg/support-and-programmes/funding/skillsfuture-enterprise-credit-sfec>

### Employers

<https://skillsfuture.gobusiness.gov.sg/support-and-programmes/funding>