



# Business Model Training Course: Scale & Profit with Tech-Driven Growth



**AGILE LEADERS**  
Training Center

16 - 20 Mar 2027  
الدار البيضاء

# -Business Model Training Course: Scale & Profit with Tech Driven Growth

الرجوع: 75\_38813 التاريخ: 16 - 20 Mar 2027 الموقع: الدار البيضاء الرسوم: Euro 4100

## Course Overview:

The course is an intensive, enterprise-oriented program tailored to modern business leaders seeking sustainable scalability. This course empowers participants with practical tools, case studies, and innovation strategies to master the design, execution, and evolution of strategic business models. It emphasizes real-world application through the lens of current and future economic models such as the platform economy, machine economy, ecosystem-based business models, and more.

## Target Audience:

- C-Level Executives CEO, CIO, COO
- Strategy and Innovation Leaders
- Digital Transformation Managers
- Business Analysts and Consultants
- Enterprise Architects
- Entrepreneurs and Founders

## Targeted Organizational Departments:

- Strategy & Corporate Development
- Innovation & R&D
- Digital Transformation Offices
- Business Development & Growth
- Marketing & Customer Experience
- IT & Data Analytics

## Targeted Industries:

- Technology & SaaS
- Financial Services
- E-commerce & Retail
- Manufacturing
- Telecommunications
- Healthcare
- Government & Public Sector

## Course Offerings:

By the end of this course, participants will be able to:

- Apply the 6C Business Model Framework for strategic design.
- Analyse and implement platform business models and ecosystem economy strategies.
- Design effective value propositions and optimise revenue streams.
- Leverage cloud, API, and AI-powered systems in model execution.
- Differentiate and execute various types: freemium, subscription, marketplace, direct-to-consumer, and crowdsourcing.
- Forecast market shifts using data-driven innovation and machine economy tactics.
- Develop scalable, sustainable, and tech-driven business models.

## Training Methodology:

This course uses a blended learning approach grounded in enterprise strategy and innovation. Methods include:

- Case studies on Amazon, Airbnb, and platform economies
- Group discussions and scenario planning on value creation and strategic alignment
- Collaborative design sprints for revenue model optimisation and market entry strategies
- Application of ecosystem strategy, data analytics, and personalisation models to practical challenges

## Course Toolbox:

- Business Model Canvas & 6C Framework Templates
- Strategic Planning & Execution Checklists
- Revenue Model Calculators
- Case Study Repository Airbnb, Uber, Amazon, etc.
- Collaboration Tools for Ecosystem Mapping
- Subscription Economy ROI Templates

## Course Agenda:

### Day 1: Core Principles of Business Model Design

- Defining Business Model Innovation for Enterprise Leaders Topic 1:
- Value Proposition Design for Competitive Advantage Topic 2:
- Exploring Strategic Revenue Models and Monetisation Topic 3:
- Introduction to the 6C Business Model Framework Topic 4:
- Visualising Ideas with the Business Model Canvas Topic 5:
- Identifying Target Customers and Market Segments Topic 6:
- Business model foundations vs modern demands Reflection & Review:



## Day 2: Technology-Driven Models & Digital Frameworks

- Platform Business Models and Digital Strategy Alignment Topic 1: •
- Cloud Computing Business Models and API Economy Essentials Topic 2: •
- Freemium, Subscription, and Consumption-Based Approaches Topic 3: •
- Digital Platform Technology and E-commerce Innovation Topic 4: •
- AI-Powered Business Models and the Machine Economy Topic 5: •
- Leveraging Data-Driven Innovation for Business Growth Topic 6: •
- Evaluating the integration of digital tools into models Reflection & Review: •

## Day 3: Emerging Models in Ecosystems and Experience

- Ecosystem Economy: Collaborations and Co-Creation Models Topic 1: •
- Marketplace Dynamics and Sharing Economy in Practice Topic 2: •
- Circular Economy, Sustainability, and Social Impact Topic 3: •
- Creator Economy: Monetising Digital Content and Skills Topic 4: •
- Experience Economy: Personalisation and Engagement Topic 5: •
- Machine-to-Machine and API Economies in Action Topic 6: •
- Matching business models to user experience trends Reflection & Review: •

## Day 4: Planning, Optimisation, and Execution

- Strategic Planning and Go-to-Market Design Topic 1: •
- Cost Optimisation and Revenue Stream Evaluation Topic 2: •
- Customer Segmentation Strategy and Personalisation Tactics Topic 3: •
- Crowdsourcing and Crowdfunded Entities Topic 4: •
- Value Chain Activities and Competitive Positioning Topic 5: •
- Building Scalable and Sustainable Structures Topic 6: •
- Aligning operational frameworks with strategic models Reflection & Review: •

## Day 5: Application, Scaling, and Business Future-Proofing

- Business Model Execution Plans: Testing and Scaling Topic 1: •
- Collaborative Ecosystem Design and Strategic Partnerships Topic 2: •
- Licensing, Open Source, and Community-Led Business Models Topic 3: •
- Advertising and Direct-to-Consumer Channels Topic 4: •
- Evaluating Business Model Trends and Future Directions Topic 5: •
- Finalising Your Business Model Blueprint Topic 6: •
- Capstone presentations and feedback on business model plans Reflection & Review: •

FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

No formal prerequisites are required. However, a background in business strategy, entrepreneurship, or digital transformation is recommended.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4-5 hours, with breaks and interactive activities included. The total course duration spans five days, approximately 20-25 hours of instruction.

What is the difference between a platform and an ecosystem business model?

Platform business models enable direct user interactions via a digital interface, while ecosystem models involve a collaborative network of partners delivering co-created value.

**How This Course is Different from Other Business Model Courses:**

, leveraging enterprise innovation strategy Unlike traditional business model training, this course is deeply rooted in the latest technologies—AI, IoT, cloud computing, and data analytics—to enable real transformation. which offers a structured 6C Framework, rich examples from platform ecosystems, and actionable templates for implementation.

This course goes beyond theory by offering a future-ready roadmap that incorporates API economy, machine-economy, and creator economy models, aligning your strategies with the subscription economy and ecosystem driven growth. Participants leave not only with ideas but also with execution plans and a tested model they can apply immediately.



## فئات الدورات التدريبية



HR TRAINING &  
DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم  
البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة  
المبيعات



دورات التدريب القانوني والمشتريات  
والتعاقدات



دورات الاتصال الجماهيري و السياسات  
والعلاقات العامة



دورات النظم السبراني ودورات تقنية  
المعلومات



دورات الصيانة ودورات المجالات الهندسية  
المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



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## فئات الدورات التدريبية



دورات معتمدة بشهادة CPD



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
الهائية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقة



دورات معتمدة من قبل هيئات دولية

## مدن التدريب



اسطنبول - تركيا



أمستردام - هولندا



أنقرة - تركيا



أثينا - اليونان



الرياض - المملكة العربية السعودية



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



باريس - فرنسا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



براغ - جمهورية التشيك



بانكوك - تايلاند



بالي - جمهورية إندونيسيا



باكو - أذربيجان

## مدن التدريب



جاكرتا - جمهورية اندونيسيا



تيليسي - جورجيا



بوكيت - تايلاند



برشلونة - اسبانيا



روما - ايطاليا



دبي - الامارات العربية المتحدة



جوهانسبرغ - جنوب افريقيا



جنيف - سويسرا



شهر الشيخ - مصر



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة  
الامريكية



زنبار - تنزانيا



طوكيو - اليابان



طشقند - اوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة  
الامريكية

## مدن التدريب



كوالالمبور - ماليزيا



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



ماربيا - اسبانيا



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



ميلان - إيطاليا



مونترنو - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



نيس - فرنسا



نيروبي - كينيا



ميونخ - ألمانيا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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