Social Business Model Development

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The business model characterizes how a firm creates, delivers, and captures value. While there are many descriptive studies of business models that have been shown to be successful for individual firms, it is often not clear how a business model can be strategically developed in the entrepreneurial process of designing a venture. This task is particularly challenging for entrepreneurs pursuing social or environmental missions, which very often address problems associated with market failure.

In the first half of this seminar, students will learn how to strategically design and modify a business model around a given social or environmental mission. With simple graphical characterizations of business model archetypes, students will learn different strategic approaches to value creation, delivery and capture, where each approach is complemented by international real-life cases.

In the second half of the seminar, smaller working groups are then encouraged to develop business models themselves for selected social or environmental missions, which will then be presented and discussed in the final plenary.

The event will take place on **May 6 at 1 PM in room S5.**

Interested students have to register in here: [https://forms.gle/vr4parLqDGAm4ai8](https://forms.gle/vr4parLqDGAm4ai8)