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تمويل مشترك من الاتحاد الأوروبي



Retrofitting of public buildings through green technologies and processes (RE-FIT)

“Green Business Model Canvas” – Workshop & Mentorship program

Training Plan :

The workshop consists of providing training and coaching support to green entrepreneurs innovating in renewable energy and energy efficiency sector to take their business idea and develop it into a viable green business model. The programme consists of the delivery of training and online support services aiming at supporting eco-entrepreneurs (established SMEs or start-ups) to develop and validate their green business models for their corresponding innovative ideas.

The objectives are described as follows:

- To help entrepreneurs progress from a business idea to a validated green business model.
- To provide a simplified follow-up of the entrepreneurs along the duration of the training.
- To be able to identify the most promising projects in RE/EE for further support in the context of Re-Fit project.

Mentorship :

Mentors will deliver 1 hour of individual Mentoring each week for each entrepreneur along with the workshop timeline. The mentor will provide the following ongoing guidance to the mentees and support in:

- Selecting the right path(s) in entrepreneurial decisions.
- Guiding him throughout the programme to reduce uncertainties and doubts he/she may have.
- Helping him/her evaluate if launching the innovative project is suitable and if it's the right timing for it.

Methodology:

The methodology is based on different business management tools such as the Business Model Canvas designed by Alex Oslerwaider and Yves Pigneur and the Lean Start-up Approach. More focus will be on eco-innovation and eco-design allowing eco-entrepreneurs to use life-cycle approach in order to be able to evaluate, score and improve the environmental performance of their green business models.

Training sessions of 3-hour each based on the SwitchMed Green Entrepreneurship methodology using an online Toolbox: www.theswitchers.org.





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Various coaching sessions of 30 minutes each per participant to share testing phase results, to improve value proposition and to provide feedback on pitching.

Entrepreneurs will be given instructions on how to register to the web platform in order to be able to use the online tools and work on the exercises throughout the training. The green business model (GBM) training programme has three main steps to complete the GBM Canvas: Sketch and set, Build the Canvas and Test it.

Training agenda:

Session	Description	Exercise on Switchers' Online toolbox	Date (3 :00 - 6 :00pm)
Session I – Week 1: Introducing Re-fit project & partners	Physical Gathering at RayMondo <ul style="list-style-type: none"> - ICU Introducing Re-Fit project - Program agenda & expected outcome - Roundtable - Refreshments 		October 6
STEP I: Sketch & Set Session II – Week 2	<ul style="list-style-type: none"> - Ice breaker - Intro to the Online toolbox - Intro to Green pitch deck & video - Motivational exercise - Problems & needs (The problem tree) 	<i>Ex.1 Sketch your business idea</i> <i>Ex. 2 Identify problems & needs</i>	October 11
STEP I: Sketch & Set Session III – Week 2	<ul style="list-style-type: none"> - Presenting the problem tree & quick feedback (<i>1 min per participant</i>) - PESTEL Model –Mission & Vision Present a case study example for PESTEL - Intro to Circular economy (Video) 	<i>Ex.3 Understand the context</i> <i>Ex.4 Set your goals</i> <i>Ex.5 Synthesize a mission & vision</i>	October 13
STEP II: Build Session IV – Week 3	<ul style="list-style-type: none"> - Stakeholders & Customer segments - <i>Power green testimonial: green entrepreneur</i> 	<i>Ex.7a Identify & map the stakeholders</i> <i>Ex.7b Stakeholder map</i> <i>Ex.8 Customer segments</i>	October 18
STEP II: Build	<ul style="list-style-type: none"> - Presenting main customer segments & feedback (<i>1 min per participant</i>) 	<i>Ex.9 Value Proposition canvas</i>	



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Session V- Week 3	<ul style="list-style-type: none"> - <i>Power Testimonial Green Partner: (Johanna Von Toggenburg)</i> - Value Proposition - Power tips: Market Research/ Validation tips. 	<i>Ex.10 Testing the value proposition</i>	October 20
STEP II: Build Session VI- Week 4	<ul style="list-style-type: none"> - Quick presentation of value propositions & feedback - Eco design 	<i>Ex. 14 Eco design your business</i> <i>Ex 10 Discovery cards</i>	November 1
Coaching session 1 : Week 4	<ul style="list-style-type: none"> - <i>1:1 coaching with teams (2 parallel coaching sessions)</i> 	Market validation (survey)	November 3
STEP II: Build Session VII- Week 5	<ul style="list-style-type: none"> - Presentation of Eco-Design - <i>Power testimonial: Investment opportunities for green ventures</i> - Cost – Revenue - Activities and resources 	<i>Ex. 13 Key activities & resources</i> <i>Ex.16 Cost structure</i> <i>Ex. 17 Revenue Stream</i>	November 8
STEP II: Build Session VIII – Week 5	<ul style="list-style-type: none"> - Presentation of Channels, Cost structure and revenue stream - Channels - Customer’s relationship - <i>Power tips: go-to-market / branding tips for startups.</i> - <i>Marketing case study/or video</i> 	<i>Ex.12a Customer channels & relationships</i> <i>Ex. 12b Customer journey map Key</i>	November 10
Sessions IX & X– Week 6	<ul style="list-style-type: none"> - Improving value proposition - Tips for pitching (Video & debrief) - Follow-up session 	<i>Ex 11 Pivoting the value proposition</i>	November 15 & November 17 (<i>Follow-up session</i>)
Coaching session 2 – Week 7	<ul style="list-style-type: none"> - Coaching session: Review of deliverables and Feedback on pitching 	<i>Pitch decks + exercises on platform</i>	November 24