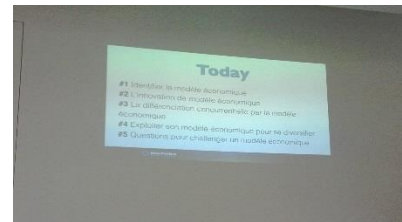




Workshop "Innovate your business model"

April 24th from 14h to 17h30

Atlantpole and EBN are happy to announce the “Creativity factory” launch! Atlantpole and the creative cluster in Nantes decide to inaugurate this new era with an interactive training on how to innovate a business model for a creative start-up. The objective of this workshop is to make clear how a good business model can improve the success of a business idea. Participants working with the Business Model Canvas method developed new creative ideas and modeling them on the basis of the information acquired during the workshop. The facilitator, Antoine Dumont propose an interactive and dynamic training session using visual charts with elements describing a firm's value proposition, infrastructure, customers, and finances.



Several questions raised during the workshop: How to differentiate from its competitors? How to identify new markets? How to work on the profitability of your deals? How to work on your cost structure? The expert, guides participants through multiple workshop activities and helps them to find replies to theirs questions.

This workshop offers a hands-on exercise how to manage and innovate creative businesses. Supported by the cluster and Atlantpole in partnership with the EBN Network, as part of the European project TESLA, several start-ups and young entrepreneurs benefit from the interactive training while sharing doubts, experience and knowledge with colleagues from the same field.



Antoine Dupont, the trainer, positively welcome TESLA as engine for collaborative work saying that the workshop allowed young entrepreneurs and start-ups to discover new methods and tools to build the strategy of their enterprise.

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