

[Module One] Crash Course On Business Model Innovation

1. Introduction
2. Bonus: The Entrepreneur's Guide To Business Model Innovation [Book]
3. One-Hour Crash Course On The Evolution Of The "Business Model" Concept To Modern Business Models
4. Additional Bonuses

[Module Two] Business Models: From Basic To Advanced

1. Bonus: The Business Model Innovation Playbook [Book]
2. Understanding Business Model Innovation
3. Introduction (0:44)
4. Business Model Types (5:56)
5. Definition, Mindset, Process, Strategy And Tools (7:23)
6. Business Model Patterns (7:27)
7. Key Takeaways (2:05)
8. Quiz

[Module Three] Startup Capital: Bootstrapping Vs Venture Capital

1. Introduction (1:41)
2. Market Types (5:33)
3. Bootstrapping Company In A Nutshell (2:33)
4. VC Backed Company In A Nutshell (3:32)
5. Bootstrapping Vs VC (5:18)
6. Quiz

[Module Four] From Idea Validation To The White Space

Journey From Idea Validation To Scale, Maturity And Back Into The White Space (6:29)

Idea Validation: Make Sure To Build Something That People Want

1. The Idea Sweetspot: Focus On The Problem First (5:18)
2. Value Proposition Design: Deep Understanding Of Your Key Customer (4:40)
3. Pretotyping: The Idea Validation Booster (5:33)
4. Pretotyping: FourWeekMBA Case Study (6:11)
5. MVP VS EVP (5:07)
6. The EVP Approach And The Demo-Sell-Build Process (8:56)
7. Tuning Your Business For The Early Adopters (6:17)
8. Quiz

Traction: What Customers And Investors Are Looking For

1. Tuning Your Business For The Early Majority (3:52)
2. Lean Startup Canvas - Quick Intro (3:17)
3. All You Need To Know About Lean Canvas And The Lean Methodology (5:58)
4. Lean Canvas - FourWeekMBA Case Study (9:53)
5. Quiz

Blitzscale Mode: Prioritize On Speed Over Anything Else

1. Intro to Blitzscaling (7:17)
2. Blitzscaling Canvas (8:43)
3. Quiz

Stable Growth, Maturity And The White Space: The Path To Maturity And Back

1. Business Model Canvas - Intro (2:26)
2. Business Model Canvas - Nine Building Blocks For Business Model Design (5:02)
3. Outside Your Core Business Model And Into The White Space (2:33)
4. Find Your White Space (2:51)
5. Quiz

[Module Five] Growth Marketing: Tools And Frameworks For Growth

1. Growth Hacking - Introduction (2:55)
2. Growth Hacking - Mindset, Process, Frameworks And Tools (8:18)
3. Growth Hacking - Key Takeaways (3:23)
4. Bullseye Framework For Marketing Channels Prioritization (7:22)
5. 19 Traction Channels For Your Business (9:31)
6. Quiz

[Module Six] Sales, Marketing And Distribution Lessons

1. The Importance Of Distribution (8:31)
2. Marketing vs Sales: A Simple Framework To Align Your Organization Around Your Key Customers (8:04)
3. Niche Positioning: The Most Effective Way To Kick Off Your Distribution And Marketing Strategy (6:41)
4. The Flywheel Model: The Key Framework For Platform Business Models (3:23)
5. Amazon Flywheel Case Study (3:00)
6. Pirate Funnel: The Key Tool For linear Business Models (6:36)
7. Quiz

[Module Seven] Case Studies And Business Model Analyses

1. Intro
2. Google Business Model Dissected From Financial Statements (25:11)
3. Amazon Business Model Dissected From Financial Statements (34:18)
4. Facebook Business Model Dissected From Financial Statements (17:26)

Bonus One: Practical Tools And How To Use Them

SimilarWeb (11:58)

Crunchbase (3:01)

Ubersuggest (8:55)

Bonus Two: Audio Lessons

Lean Startup Lessons With Ash Maurya

Lessons On How To Design A Winning Business Model With Adam J. Bock

Lessons On Pretotyping With Alberto Savoia

Lessons On Business Model Innovation With Felix Hoffman

Lessons On Business Model Disruption With Thales Teixeira

Lessons On Digital Transformation With David J. Rogers

Lessons On Continuous Business Model Innovation With Ash Maurya

Lessons On Platform Business Models With Platform Revolution Author - Sangeet Paul Choudary

Super-platforms And Blockchain Business Models With IBM Gerry Cuomo

Lessons On China's Digital Economy With Jeffrey Towson

[Additional Module] Crash Course In Digital Entrepreneurship (50 Minutes)

[Additional Module] Crash Course In Financial Literacy (One-Hour)