



EVENT REPORT TEMPLATE (Annex H to Quality Control and Monitoring Manual)

This template has to be filled by project partners (organisers) for all IF4TM events (except SC meetings). Furthermore, this template can be used to inform colleagues and partners about other events attended (promoting IF4TM). In the second case please just fill in the first page and delete the chapters thereafter.

Author:	Ernad Kahrović/Edis Mekić
Event Title:	Development of business model - Canvas method
Event Date:	13.03.2019
Event Venue:	Državni Univerzitet u Novom Pazaru/ State University of Novi Pazar
Type of event: (National, international, press conference, promotional event etc.)	National
Short description:	<p>Important part of the best Student idea competition is set of the trainings for the competing teams into development of the business model based on CANVAS model. Set of four training was organised for applied teams on SUNP and trainees were introduced on first training with concepts of entrepreneurship, innovation, start-up company, as a way of determining a business model, the concept of business model validation, environment chart, business model chart as well as value chart. The second training was dedicated to financial aspects of a business idea and to the presentation of a business idea and students were introduced to the "formula" of pitch presentation. During training student teams actively developed, improved and changed their basic ideas.</p>
Organiser(s):	State University of Novi Pazar
Agenda:	
Total number of participants:	11
Links to further information:	
Other personal remarks:	



## EVENT ORGANISATION DETAILS

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Invitation was sent off to participants on:	12/03/2019
Information Material was sent off to participants on:	12/03/2019
Date of Initial Participant List Compilation:	12/03/2019
Date of Final Participant List Compilation:	12/03/2019
Total Number of Participants Invited	17
Date of Agenda Finalisation:	12/03/2019

## Problems encountered during the event preparation phase

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(N/A)

**Organisers:** Please complete (if you have not met with any problems in that phase, please fill in "N/A". Please also include any feedback by the participants **before** the workshop )

## EVENT ROLLOUT

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### Some general information (to be filled by organisers)

Important part of the best Student idea competition is set of the trainings for the competing teams into development of the business model based on CANVAS model. Set of four training was organised for applied teams on SUNP and trainees were introduced on first training with concepts of entrepreneurship, innovation, Start-up Company, as a way of determining a business model, the concept of business model validation, environment chart, business model chart as well as value chart.

### Final Event Agenda + Participant list



# IF4TM

## AGENDA

### Obuka takmičarskih timova

### Razvijanje i validacija poslovnog modela korišćenjem *Canvas* metode

Project Acronym:	IF4TM
Project full title:	Institutional framework for development of the third mission of universities in Serbia
Project No:	561655-EPP-1-2015-1-RS-EPPKA2-CBHE-SP - ERASMUS+ CBHE
Funding Scheme:	ERASMUS Plus
Coordinator:	UKG – University of Kragujevac
Project start date:	October 15, 2015
Project duration:	36 months

Abstract	Agenda za obuku takmičarskih timova Razvijanje poslovnog modela korišćenjem <i>Canvas</i> metode
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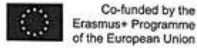
**13. mart 2019.**

*Državni univerzitet u Novom Pazaru,  
Vuka Karadžića bb, 363000 Novi Pazar  
sala A25*

16:00 – 16:15	<b>Registracija</b>	
16:15 – 18:00	Doc. dr Ernad Kahrović DUNP	Pojam i razvoj poslovnog modela Segment kupaca Predložena vrednost Kanali distribucije proizvoda Odnosi sa kupcima



		Tokovi prihoda Ključni resursi Ključne aktivnosti Ključni partneri Struktura troškova
18:00 – 18:15	Pauza	
18:15 – 20:00	Doc. dr Ernad Kahrović DUNP	Validacija poslovnog modela Pojam profila kupaca Pojam mape vrednosti "Bolovi za kupca" "Koristi za kupca" Višestruko preklapanje – više predloga vrednosti Dizajniranje prototipova i njihovo testiranje



### Attendance List

Event:	Development of business model - Canvas method
Venue:	State University of Novi Pazar, A25, Vuka Karadzica bb Novi Pazar
Date:	13.03.2019.
Organisers:	State University of Novi Pazar

	Name	Organisation	Contact phone, e-mail	Signature:
1	ERHAN KAHRAVIC	SUNP	06418919550,erhanovic@npp.ac.rs	<i>[Signature]</i>
2	EDIS HOSIC	SUNP	0632661545, ewholic@npp.ac.rs	<i>[Signature]</i>
3	BELMA ŽUPIC	SUNP		
4	BERNA BATILOVIC	SUNP		
5	Elina Titova			
6	LEVA KOCA			
7	RAMIZ TUTIC	Gimnazija NP	065 077 3156	<i>[Signature]</i>
8	TAJIB PRISAVAC	SUNP	066 607 604 6	<i>[Signature]</i>
9	HANZA MURIC	SUNP	065 27 88 988	<i>[Signature]</i>
10	Adil Kolakovic	SUNP	062 1167 317	<i>[Signature]</i>
11	Ames Hujevic	SUNP	064-537-4957	<i>[Signature]</i>
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## **Event Implementation**

On the first day of training course, students were presented with the concept of entrepreneurship, innovation, start-up company, as a way of determining a business model. Business model describes the rationale of how an organization creates, delivers and captures value. The training course thoroughly explains the use of nine compositional blocks every business model should consist of, as follows; Customers and Value proposition; Channels; Customer relationships; Revenue Streams; Key resources; Key Activities; Key partners; Cost structure. This day of training was also predicted for the students to get familiar with the concept of business model validation. Environment chart, Business model chart as well as Value chart were conceptually specified. Emphasis was put on the concepts of Customer profile and Value map. Profile (of the segment) of buyers describes a certain segment of ones business model in a detailed and structural manner. Buyers are observed from the aspect of: problems/needs they have, wishes and jobs they need to be done. The chart of estimated value describes the characteristics, specific predicted values ones business model should deliver. The value is presented through: products and service, elements solving the problem (necessity) (eliminates buyers' pain) and elements meeting buyers' needs.

## **Photos**





## **Additional comments**

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May be filled by any of the organising partners

Please add in any other comments concerning the preparation and organisation of this event: