

IGNITE! Business Success presents

# PRO-SEED™: BUSINESS MODEL DESIGN



**CREATE NEW BUSINESS MODELS  
THAT DRIVE GROWTH!**



Built on the successful Business Model Generation approach by Alex Osterwalder and Yves Pigneur, you will begin by using the Business Model Canvas to design a business model that drives growth and sustainability.

## LEARN ABOUT:

- Empowering your product/service/technology with business model innovation.
- Inventing a new business model.
- Taking some risk and incorporating the 9 essential building blocks with the new business model you invent.
- Prototyping, testing, and experimenting with the new business model you invent.
- Describing, analyzing and designing a new business model.
- Eliminating “blah-blah-blah” and moving your business forward.

# SEPTEMBER 20TH & 21ST, 2017

8 am – 5 pm | Holiday Inn  
625 W. Rolling Meadows Dr.  
Fond du Lac, WI 54937

**SEMINAR VALUE: \$800**

**YOUR COST:**

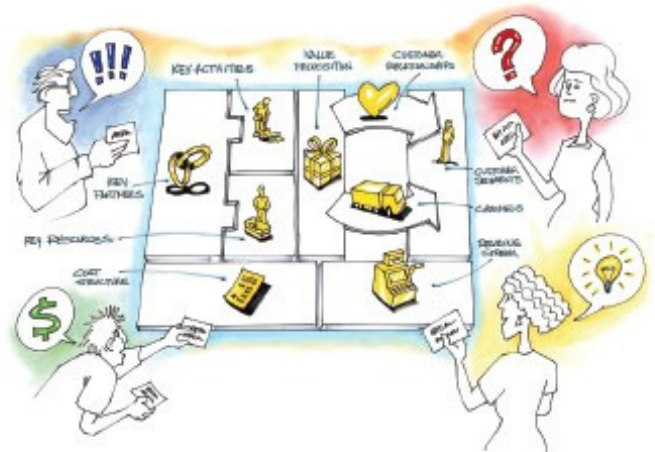
# \$75\*

\*SPONSORED BY:



“The workshops allowed me to view our business in an entirely new way, and that experience will pay tremendous dividends for years to come.”

**Bill Zimmerman**, Office Outfitters



**RSVP BY SEPTEMBER 8TH TO:**

920.322.1887  
INFO@IGNITEFDLC.COM  
116 N MAIN ST, FOND DU LAC, WI 54935

\*Cost reduced due to a generous grant from the Wisconsin Economic Development Corporation and sponsorship from Envision Greater Fond du Lac.

