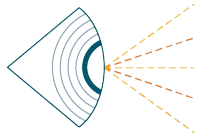


Implementing a Higher Ed Business Model Innovation Learning and Doing Network: 10-Month Roadmap



DESIGN SPRINT #1 2-Day Convening

Shifting Your Lens

Key Activities

- BIF introduces Business Model Innovation Methodology
- Through experiential learning, BIF leads deep dive into the SHIFT phase
- Teams translate learnings into action plans for uncovering their students' experience

Post-Sprint

- Teams implement at home campuses
- Remote check-ins with BIF



DESIGN SPRINT #2 2-Day Convening

Building Business Models from a Customer Experience Foundation

Key Activities

- Each team comes prepared with clearly defined JTBD(s) and relevant storytelling assets
- Through experiential learning, BIF leads deep dive into the CONCEPTUAL DESIGN phase
- BIF assists teams in developing a conceptual business model and plans to prototype the model on their own campus

Post-Sprint

- Teams prototype and test the model on their campus
- Remote check-ins with BIF



DESIGN SPRINT #3 2-Day Convening

Testing Business Models in the Real World

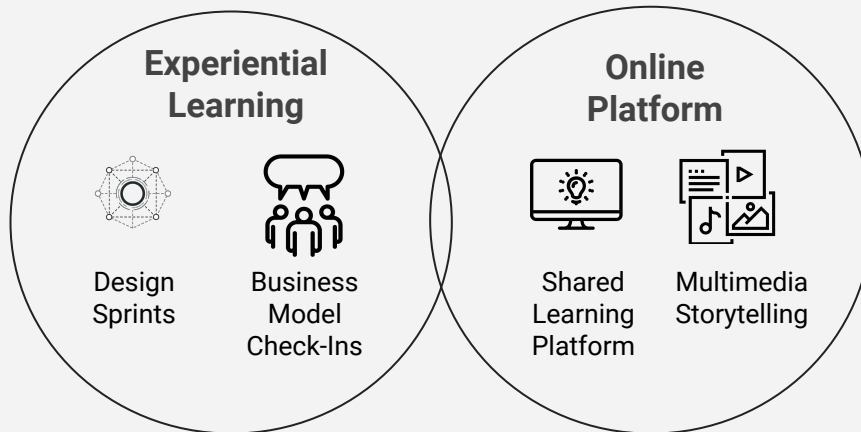
Key Activities

- BIF introduces Business Model Innovation Methodology
- Each team comes prepared with learnings from prototyping
- Through experiential learning, BIF leads deep dive into the COMMERCIALIZE phase
- BIF assists teams to translate prototype learnings into a Minimum Viable Business Model and Commercialization Plan for implementation

Implementing a Higher Ed Business Model Innovation Learning and Doing Network: Innovation Cohorts

Higher Education Innovation Cohorts

BUSINESS MODEL INNOVATION LEARNING NETWORK AND DESIGN PLATFORM



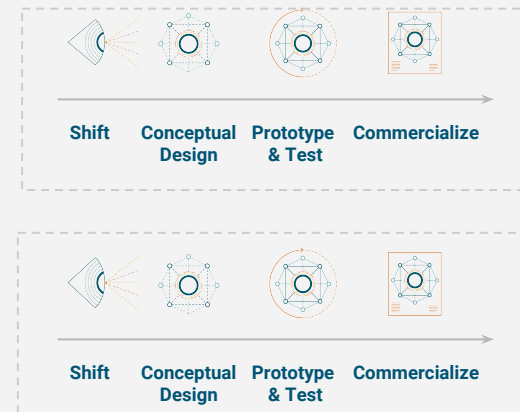
Gathering leadership teams together in a learning network enables them to:

- Identify areas ripe for change
- Be exposed to promising new solutions and models
- Work together to create strategies to design and explore new practices and student-centered models.



BUSINESS MODEL INNOVATION DESIGN METHODOLOGY

Multiple Business Model Design Projects



Experimentation and rapid prototyping allows institutions to:

- Come to scalable solutions faster
- Find out what works and what doesn't
- Test key assumptions in the real world
- Make transformation safer and easier to manage