

## Contact

Dipl.-Ing. Dr.techn. Christiana Ropposch  
E-Mail: [christiana.ropposch@tugraz.at](mailto:christiana.ropposch@tugraz.at)  
Phone: +43 316/873-7502

### **Title: LEAP – The Business Model Game**

Are you looking for innovative ideas to shape your business model? Then our workshop, which uses the game LEAP - The Business Model Game, can be beneficial. In a rapidly changing world, there is an increasing demand for practical skills and knowledge to develop new and sustainable business models. Traditional methods frequently fall short because they are difficult to implement. LEAP is based on the Business Model Canvas and gives businesses and educational institutions a new way to engage with the topics of strategy and innovation. The game connects theoretical insights with practical applications in novel ways, and it can be used even if little knowledge of business model development and innovation exists. LEAP can help you develop new products or redesign entire business models. Through collaborative brainstorming and problem solving, unique ideas emerge, and first steps toward implementation are defined. The goal of this workshop is to develop unique ideas for your business model as a team using the LEAP game.

### **Goals:**

- Development of a specific problem that should be solved using the LEAP game.
- Collaborative creative thinking to create a solution for the defined problem.
- Development of a business model based on the defined problem.

**Workshop Agenda (3h):**

00:00 – 00:15	15 min	Introduction, presentation of the agenda
00:15 – 00:45	30 min	Keynote: Introduction of the LEAP-game and design challenge
00:45 – 02:45	120 min	Group exercise: LEAP-Game
02:45 – 03:00	15 min	Wrap-Up: Learnings and feedback

**Recommended readings:**

Osterwalder, A. & Pigneur, Y. (2010), *Business Model Generation – A Handbook for Visionaries, Game Changers, and Challengers*, John Wiley & Sons, Inc., Hoboken.

LEAP – The Business Model Game: <https://www.businessmodelgame.com/en/home>