

Digital business models: first digital steps for every business

27 March 2024

At 9.00.

Webinar

Fee per participant:

Micro enterprises: free of charge,

small and medium-sized enterprises: 100 € + VAT,

Large companies: 500 € + VAT.

Join us to learn about the key aspects of modern business process management based on an integrated information system. Learn how processes can be efficiently planned, organised, managed and controlled using specialised tools, enabling faster and more effective business activities. The programme includes lectures on agile and lean methodologies, practical workshops on using Asana or Jira tools, building a business model using Business Model Canvas and an overview of different digital business models such as subscription, freemium, e-commerce and others. We will also discuss case studies of successful digital transformation and the impact of artificial intelligence on business model innovation.

You are invited to join us and discover the key steps for a successful digital transformation of your business.

Content:

1. Introduction to current trends in digital business models.
2. Planning and organising digital business models:
 - Introduction to Agile and Lean methodologies,
 - practical examples.
3. Practical application of the tools:
 - demonstration of the use of Asana or Jira.
4. Building a business model:
 - use of the Business Model Canvas.
5. Overview of different digital business models:
 - learning about different digital business models such as subscription, freemium, e-commerce and how they are revolutionising the way businesses do business.
6. Case studies of successful digital transformation:
 - Case studies of companies that have successfully adopted digital business models and transformed their businesses.
7. The role of artificial intelligence in the innovation of digital business models:
 - Artificial Intelligence - driving progress in digital business model innovation,
 - Practical examples.

The training is for:

- ✓ department managers,
- ✓ directors, managers,
- ✓ corporate decision makers and
- ✓ anyone who wants to enhance their project knowledge with IT support.

Lecturer:

Domen Krč is co-founder of Era Novum Partners, a consultancy specialising in digitalisation and innovation in companies. He is an expert in the practical application of GPT technologies in the business sector, especially in terms of increasing productivity and reducing costs. He has several years of experience in high-growth technology companies, mainly in product development, marketing and sales: as Head of Marketing and Sales at a digital currency trading exchange (Bitstamp), he implemented artificial intelligence in several key business analytics and customer communication processes. He is also a member of the Swiss Association for Artificial Intelligence.

Registration fee:

The price covers participation in the event, materials and certificates. Certificates will be issued upon request.

Registration:

Applications are accepted until places are filled. The deadline for any cancellation in writing is 22 March 2024. Otherwise, we will charge you the full registration fee!

Payment

Please transfer the registration fee in advance to the GZDBK business account at NLB, d. d., Ljubljana, number SI56 0297 0025 6614 247, reference 20240327 + your company's registration number.

GZDBK registration number: 2295032. GZDBK VAT ID: SI68152990.

Please present the receipt of payment no later than upon arrival at the event.

The event takes place as part of the SRC-EDIH project.

