Title: Business Model Canvas: Tool, Patterns and Process

Speaker: Mr. Sitoh Mun Kiat, Ph.D. candidate
Date/Time: 25 November 2014, Tuesday, 10:30 AM to 11:30 AM
Venue: Executive Classroom, COM2-04-02
Chaired by: Ms. Carmen Leong (leongml@comp.nus.edu.sg)

ABSTRACT:

Today countless IT-driven innovative business models are emerging, challenging the old guard. Many organizations are struggling to find innovative ways of doing business to replace old, outdated ones. In this seminar, Mr. Sitoh will introduce Osterwalder and Pigneur's Business Model Canvas, a strategic management and entrepreneurial tool. It allows us to describe, challenge and invent business models in a systematic design process. He will also introduce the process, and show examples of IT-driven business model patterns. The use of the tool for non-profit sectors, computer-aided business model design and the relationship between business models and business plans will be discussed. New insights for IS research can be gained by studying how IS and business managers co-innovate business models with the tool.

BIODATA:

Mr. Sitoh Mun Kiat is a Ph.D. candidate of the Department of Information Systems in the School of Computing at National University of Singapore (NUS). He has spent more than 25 years in software product creation and IT project management. He is currently a business consultant for a software firm, operating in Singapore, Malaysia and India.

FACULTY DISCUSSANT: Associate Professor Atreyi Kankanhalli