

# CERTIFICATE OF PARTICIPATION

iversity hereby certifies that **Jens Peter Vorderwülbecke** has participated in the following course from March 2022 to March 2022:

## New Business Models – Working Together on Value Creation

This course on New Business Models allowed students to thoroughly understand the concept of New Business Models. Students worked on the Clover Business Model Canvas (CBMC), the result being their own model.

The course participant learnt about:

- the role of business models in a changing economy, against the background of trends and developments.
- understand how the economy and society is changing and how to use this as input for your value proposition.
- how to make making an initial design for your NBM.
- who and what you will need for your NBM and how to design your own NBM.
- how to improve your value proposition, based on three principles of value creation.
- how to develop a community of people who actively participate in your NBM.
- how to distinguish and assess the values your NBM is creating.



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