

Live@HEALab

Spring 2021 Workshop Series

"2-Part Business Model Canvas Workshop"

presented by **Wiley Larsen**

The business model canvas is a strategic management tool to quickly and easily define and communicate a business idea or concept. Using just one, easy-to-read page, it outlines nine segments that form the building blocks for a business model. Join HEALab at this 2-part workshop for a deep-dive through the process of completing the business model canvas to gain hands-on experience fleshing out your business idea.



Wiley Larsen is currently the manager of the Postdoctoral Affairs Office, housed within the Graduate College at ASU. He is also co-founder of Saccadous, Inc., a medical device startup commercializing eye-tracking technology for the diagnosis of neurological disorders. He also serves

as an NSF I-Corps Mentor and a Lean Startup Trainer for VentureWell.

January 27 & February 3
3 - 4 p.m. (MST)

RSVP at <https://na.eventscloud.com/bmc>

Online via Zoom:

<https://asu.zoom.us/j/82672877651>

Have a BIG IDEA?

As ASU's first accelerator focused solely on health and health care solutions, the Health Entrepreneurship Accelerator Lab (HEALab) is an interdisciplinary initiative between J. Orin Edson Entrepreneurship + Innovation Institute, Edson College of Nursing and Health Innovation, College of Health Solutions, and New College of Interdisciplinary Arts and Sciences to empower students, faculty, staff and community members to become health innovators who create real solutions to real problems.

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