“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)

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