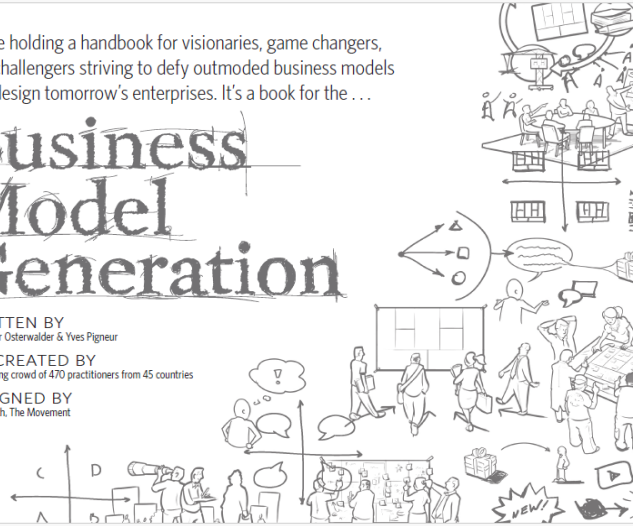




You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the ...

Business Model Generation

WRITTEN BY
Alexander Osterwalder & Yves Pigneur
CO-CREATED BY
An amazing crowd of 470 practitioners from 45 countries
DESIGNED BY
Alan Smith, The Movement



THE STARTUP OWNER'S MANUAL

The Step-by-Step Guide to Building a Great Company

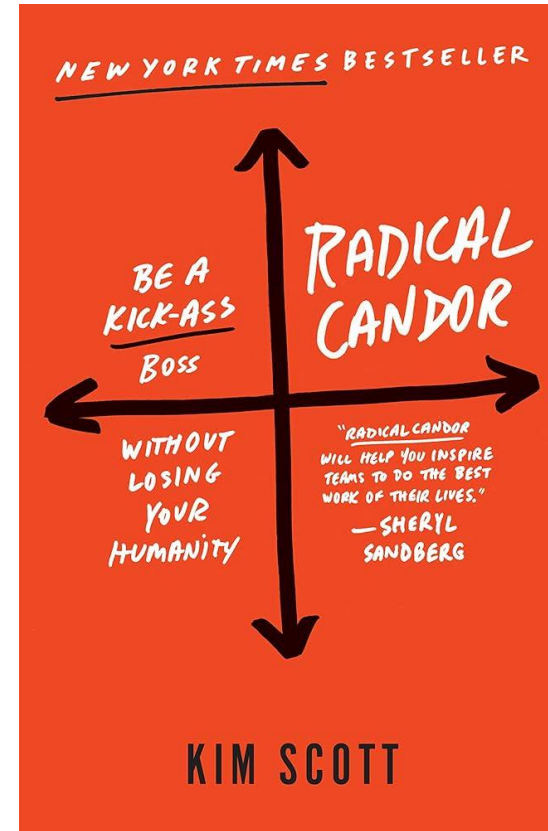


Steve Blank and Bob Dorf

Hacking Strategy

Peter Papler

peter.papler@mors.si



Hacking for Defense™

Solving National Security Issues with the Lean LaunchPad™

The Educators Guide

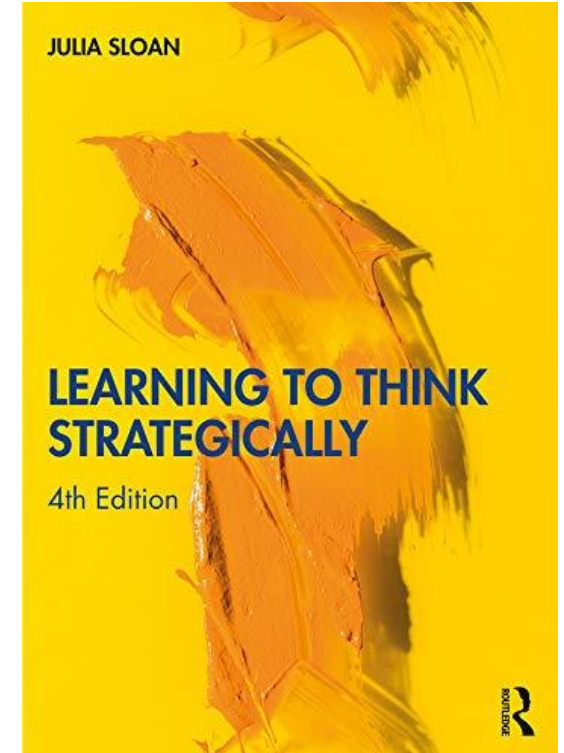
Steve Blank, Joe Felter, Pete Newell



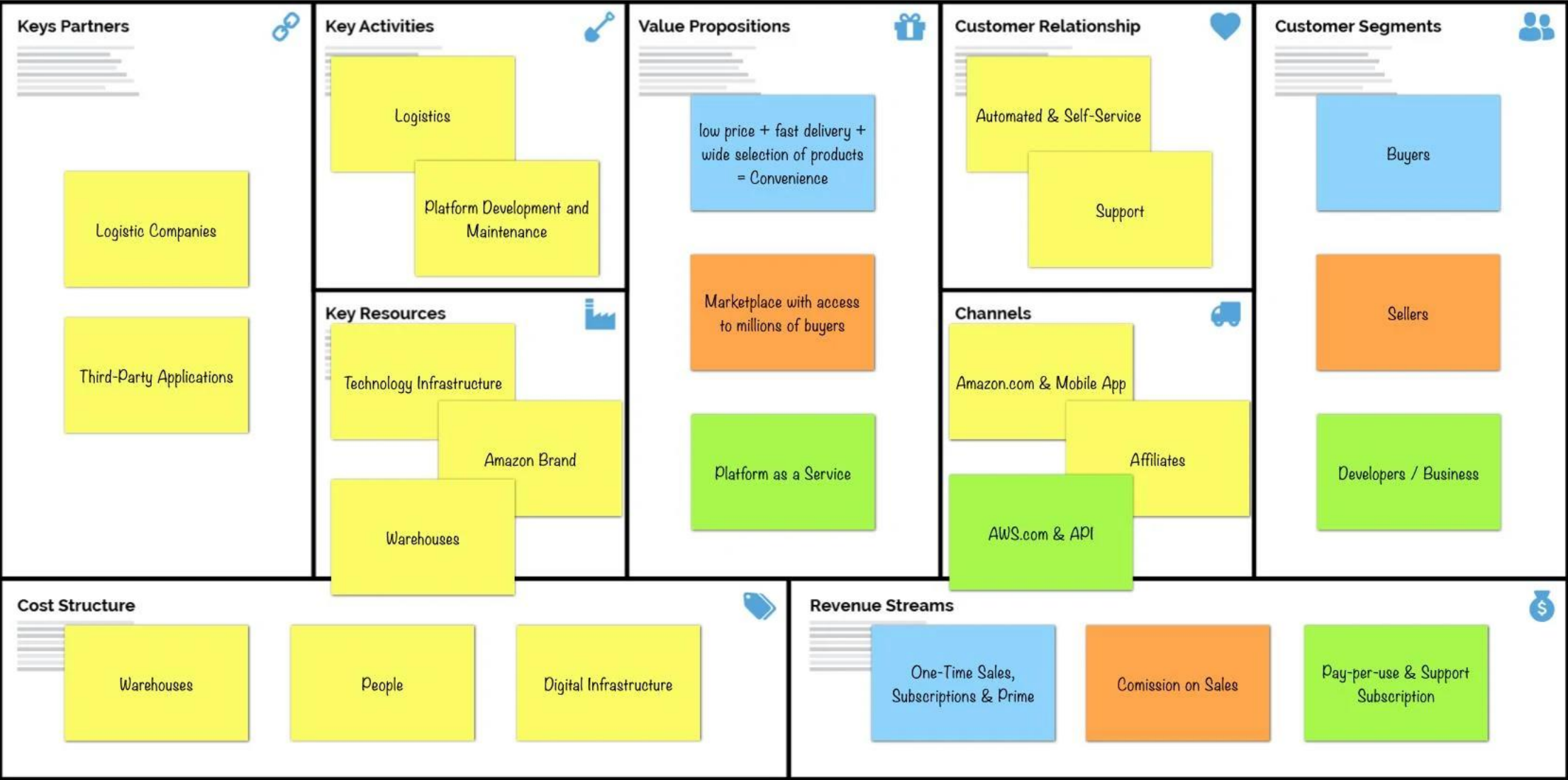


Outline

- **Lean Development**
- **Mission Model Canvas**
- **Diagnosis**
- **Course Schedule**
- **Observations**

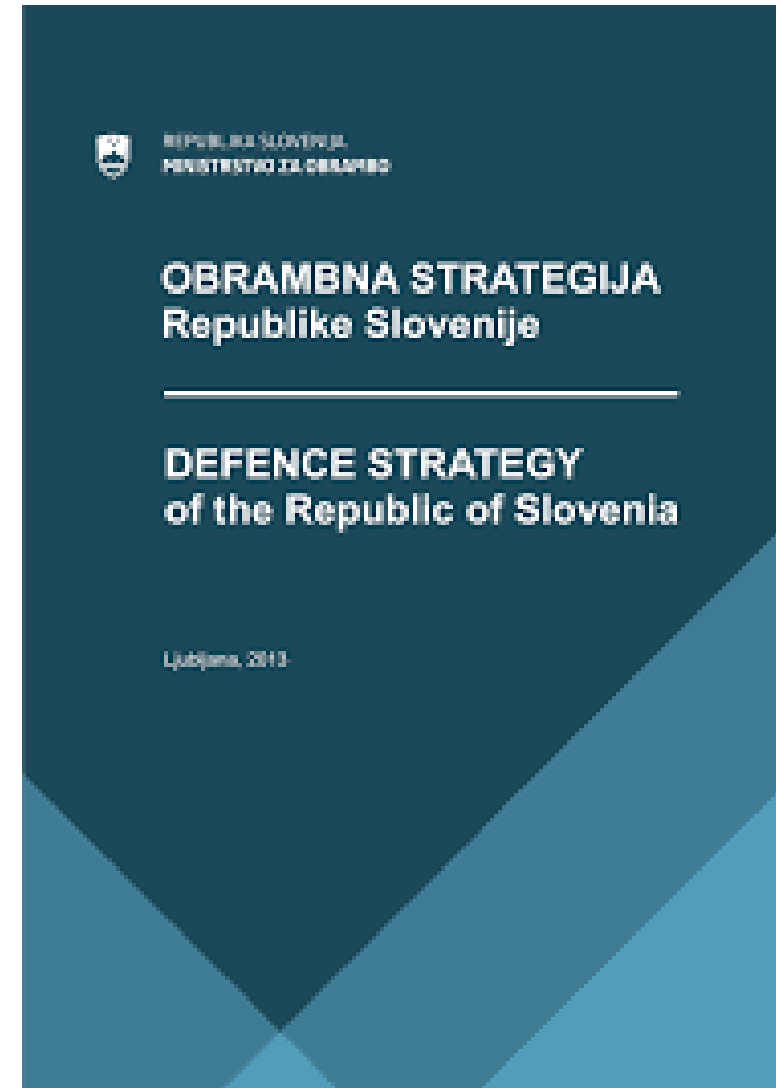
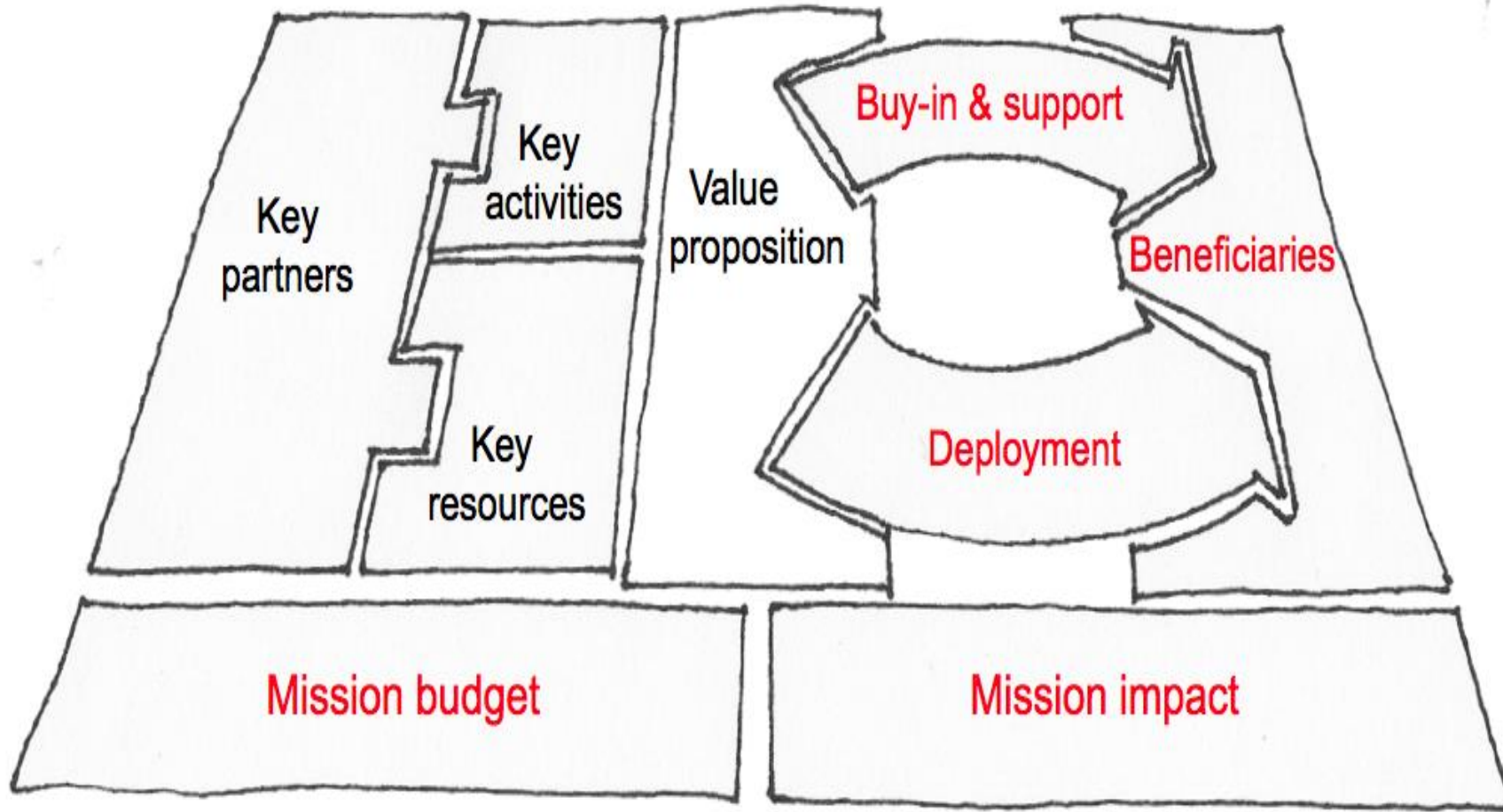


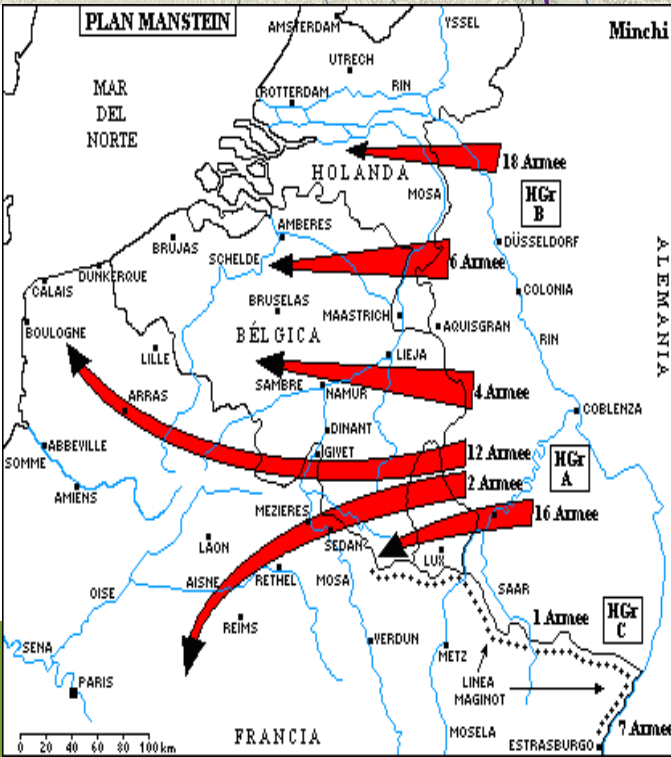
amazon - Business Model Canvas





Mission Model Canvas (for military / intelligence applications)

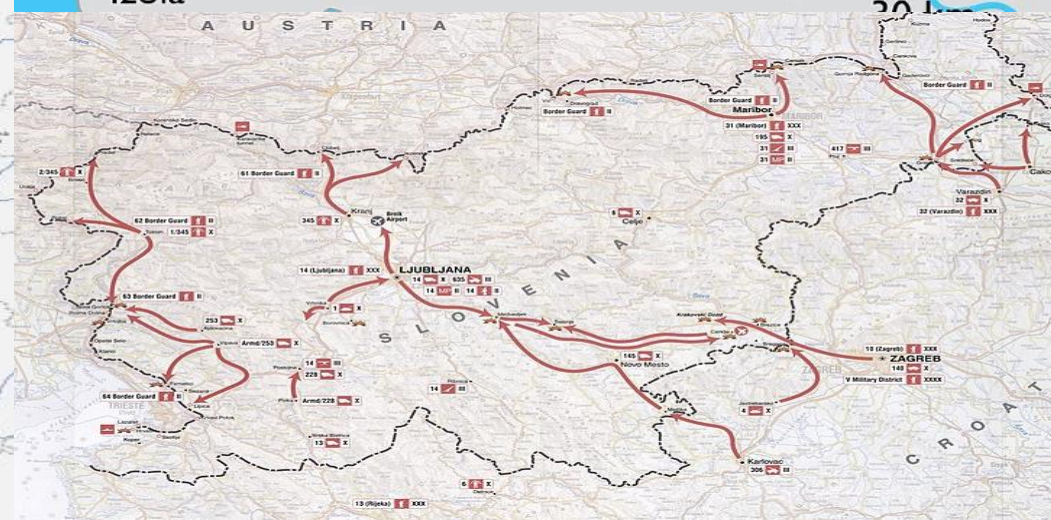




How military control of Ukraine has changed



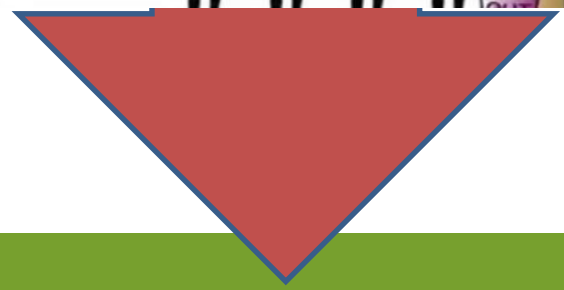
Diagnosis what's going on here?





Traditional

Defense Strategy



ED FORCES

Lean

- Workshop 1**

- 1 Mission Model Canvas

- Workshop 2**

- 2 Beneficiaries, Stakeholders,

- 3 Value Proposition

- 4 Product/Sponsor Fit & Dual Use

- 4 Mission Achievement

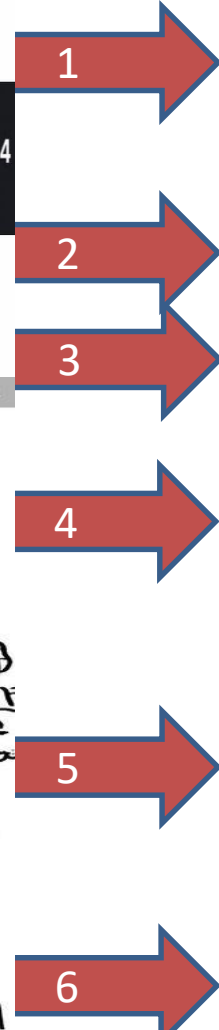
- Buy-in & Support

- 5 Deployment

- 5 Activities, Resources, & Key partners

- Costs & Operating Plan

- 6 Lessons Learned



PPK Simon Sajovic



UI



PPK Andrej Svetanič



WJ500692



"Nobody's perfect?" You call that a defense?"

PPK Jernej Peternej



Course Outline

The Mission Model Canvas

Defense Strategy

Designed by:

Date:


Version:

Key Partners 

NATO
 EU
 Ministries
 • Finance
 • Internal
 • Infrastructure
 Intelligence community

Key Activities 


Deterrence
 Defense
 Resilience

Key Resources 

Political,
 Civilian,
 Military
 Capabilities

Value Propositions 

Territorial
 integrity,
 Security,
 Development,
 Stability

Buy-in & Support 


Education,
 Investments,
 Research,
 Diplomacy

Deployment 


All of Gov. approach,
 Mission & Ops,
 Forward Deployment
 Logistics
 Air Defense

Beneficiaries 

Citizens
 Industry,
 NATO
 EU
 UN

Mission Budget/Cost 

People, operations, modernization,
 infrastructure

Mission Achievement/Impact Factors 

Resilient, Defended,
 Secured



Lean

Traditional

Strategy

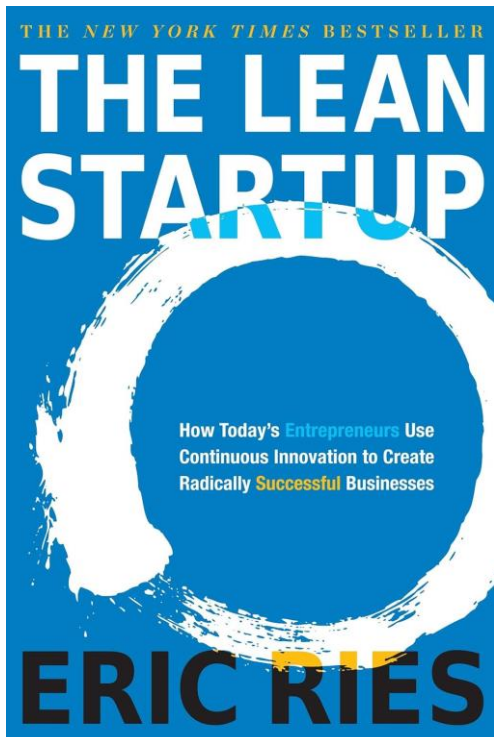
Business Model
Hypothesis-driven

Business Plan
Implementation-driven

New-Product Process

Customer Development
Get out of the office and test hypotheses

Product Management
Prepare offering for market following a
linear, step-by-step plan



Harvard
Business
Review

Lean Business Model

Why the Lean Start-Up Changes Everything

by Steve Blank

From the Magazine (May 2013)

10GSP (Spring 2024)

Summer School 2024





Military Strategy by GPT-3.5



In the realm of warfare's artful dance, Where minds meet chaos, they take a chance. **A symphony of thoughts, schools diverse**, In the world of strategy, they converse.

Classical, like a timeless ballet's grace, **Maneuver**, terrain, they skillfully embrace. Jomini and Clausewitz, their wisdom profound, In principles, they find solid ground.

Unconventional, asymmetry's might, Against irregular foes, they must fight. Guerrillas in shadows, their tactics discreet, Adapting to challenges, victory they'll meet.

Naval strategy sails on the deep blue, Fleets on the oceans, their objectives pursue. Control of sea lanes, power projection wide, In the maritime realm, they ride the tide.

Airpower soars high, an eagle in flight, Dominating skies, with all of their might. Air superiority, interdiction's role, In the heavens, their missions they cajole.

Nuclear deterrence, a precarious dance, A balance of power, a lasting stance. Dissuading the tempest of nuclear storm, In the shadow of destruction, a fragile norm.

Counterinsurgency, hearts and minds they seek, To quell unrest, and peace they must speak. Winning the people, their trust to retain, In the face of adversity, they'll break the chain.

Strategic planning, an art with finesse, Long-term visions, their minds must possess. Operational art in campaigns they devise, In battles and conflicts, their prowess lies.

Combined arms doctrine, a harmonious blend, Infantry, armor, and air in the end. A synergy of forces, strength they amass, On the battlefield, their foes they surpass.

Information warfare in the digital age, Bits and bytes their battles engage. Cyber, electronic, and minds they employ, In the world of data, they craft and destroy.

Peacekeeping and humanitarian's care, Stabilizing regions, compassion they bear. Protecting civilians, in times of despair, Rebuilding communities, hope they repair.

In this symphony of strategy, they unite, Diverse schools of thought, in conflict's fight. Each with their purpose, each with their art, In the realm of warfare, they all play a part.

From classical to peacekeeping's gentle embrace, Military strategy takes its place. A canvas of choices, a spectrum of might, In the theater of war, they shine their light.

