



FOR IMMEDIATE RELEASE

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[Lean Startup Summit Newsroom](#)

Alex Osterwalder on How to Build an Invincible Company at Lean Startup Summit

Alex will be joined by Tendayi Viki and 40+ international speakers in Berlin to present innovation best practices in workshops, keynotes, roundtables and more

BERLIN, Jan. 21, 2019 — Alexander Osterwalder, author of *Business Model Generation*, *Value Proposition Design* and the forthcoming [The Invincible Company](#), will join a line-up of leading global innovation experts at the next [Lean Startup Summit](#) on February 11 and 12 to explain how existing companies can compete and drive growth in the face of continuous disruption.

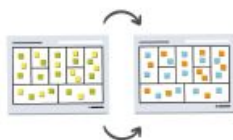
Alex, co-founder of [Strategyzer](#), will be joined by Tendayi Viki, author of *The Corporate Startup* and *The Lean Product Playbook*, to share insights from Alex's upcoming book for senior leaders. They will also discuss Strategyzer's latest tool, The Business Portfolio Map, and offer actionable insights into how to invent new business models, improve existing ones and manage an innovation portfolio.

Successful companies today know that the key to maintaining their competitive edge lies not just in identifying new business ideas but in ensuring that their core business model runs as efficiently as possible. This ambidextrous approach to driving growth will be the focus of a keynote and workshop by Alex, known as one of the fathers of modern innovation.

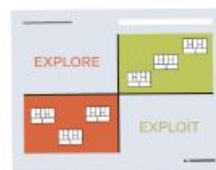
INVENT
New Business Models



IMPROVE
Existing Business Models



MANAGE
A Portfolio of BMs



“In order to survive in today’s fast-paced world where disruption is occurring at every business corner, big and small companies alike need to adopt this approach to achieve consistent, measurable growth.” says Alex, whose work has shaped how startup founders can build successful ventures, and how senior leaders in established companies can compete in the face of continuous disruption.

Tendayi will also lead a workshop and take the main stage for a keynote on how to lead innovation in large companies. Both of these speakers, along with more than 40 speakers from companies like BMW Startup Garage, Bayer AG, Volkswagen and SumUp, one of the leading mobile payment companies worldwide, will explore how organisations can transform creative ideas into sustainably profitable business models while simultaneously running their core business.

“The future of successful companies will lie in their innate ability to both *exploit* existing business models and *explore* new growth opportunities with equal ease,” says Alex.

Called Europe’s best two-day training for innovation teams, next month’s event will bring experts, authors, founders, intrapreneurs and C-level leaders together to exchange the latest innovation and transformation methods, share best practices from their companies and learn from each other in interactive formats. To join the event, visit the [Lean Startup Summit website](#).

More about [Lean Startup Summit Berlin](#)

Lean Startup Summit brings the big ideas from Eric Ries’s books off the page to show how organizations are making them real around the world. Alongside keynotes and case studies, their summits offer workshops and matchmaking sessions where attendees can have more immersive experiences, breaking off a chunk of the practice and working through it with seasoned experts. Lean Startup Summit Berlin, in partnership with Strategyzer and ESMT Berlin, is co-presented by Lean Startup Co. and Live on Demand and attracts a diverse audience from countries across Europe and beyond.

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For more information, [please visit the Lean Startup Summit newsroom](#) or contact Sarah Bovagnet at +1-832-758-0970 or sarah@liveondemand.com.