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 **IN4BLUE**



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Business Model Development Workshop within the „IN4BLUE“ project 20. March 2025.

Moderator: Ms. Ivona Ramljak

Content

Project Title	IN4BLUE – Social impact INcubators FOR strenghtening the capacity of Adriatic region to support the sustainable industry transformation of the BLUE economy sector
Project Partner	PP5 – The institution for development of competence, innovation and specialisation of Zadar County PP2 - Friuli Venezia Giulia Autonomus Region
Workshop Date	20 March 2026
Workshop Venue / Location	Centar za kreativne industrije Put Murvice 3a, 23 000 Zadar





Time		Topic/Activity	Moderator
08:30	09:00	Participant registration	/
09:00	09:10	Opening Remarks and Project Presentation	Representative INOVAcija
09:10	10:40	<ol style="list-style-type: none"> 1. <i>Presentation of the Business Concept of the Innovative Information and Networking Platform</i> 2. <i>Presentation of the Business Concept of Regenerative Tourism</i> 3. <i>From Business Concept to Business Model: Introduction to the Business Model Canvas (BMC)</i> 	Ms. Kristina Petljak, external project associate
10:40	11:00	<i>Coffee break</i>	
11:00	12:30	<ol style="list-style-type: none"> 1. <i>Business Model Canvas for the Innovative Information and Networking Platform</i> 2. <i>Business Model Canvas for Regenerative Tourism</i> 	<p>Mr. Vitomir Tafra, business mentor</p> <p>Ms. Kristina Petljak, external project associate</p>





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12:30	13:00	Questions and Discussion	
13:00		<i>Luch & Networking</i>	

