



**BLACK  
WINCH**  
THE AS-A-SERVICE EXPERTS

## Servitization Bootcamp at the Spring Servitization Conference 2026

From pilot to scalable As-A-  
Service Business - in one day

21 May | Bochum | Germany



### AGENDA

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#### 09:00 The Service Growth Opportunity

- Key insights from industry research and real-world examples
- Framing the service growth opportunity

#### Understanding Your Starting Point

- The *Services Staircase* framework
  - Working session: mapping your current portfolio and identifying growth opportunities
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#### 10:30 Coffee Break

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#### 10:45 From Opportunity to Business Model

- Service business model options
- Working session: shaping your value proposition into an outline business case

#### Building a Coherent Roadmap

- Introducing the *Servitization Route Planner*
  - Overview of the *Business Model Blueprint*
  - Reflection: defining your next steps
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#### 12:30 Lunch & Networking

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#### 13:30 Deep Dives on Key Challenges

- Operational delivery and scalability
  - Funding and investment case development
  - Sales enablement and commercial models
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#### 15:30 Afternoon Break

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#### 15:45 Scaling Service Growth

- Saasification of the business
- Interactive session: defining practical next steps

#### Wrap-Up

- Key takeaways from the day
  - Final reflections and actions
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#### 17:00 Close & Networking Drinks