

Business Model Canvas

IIC along with E-Cell and IQAC organised a workshop on " Business Model Canvas " in collaboration with Roorkee Institute of Technology on 28 May 2022.

Dr. Deepali Bhatnagar (Deputy Director - Amity Business School Amity University Rajasthan) was invited as a keynote speaker for this session.

Objective:

The Objective of the session is to aware students with following points

1. To educate students about the importance of business model canvas.
2. To find the reason about why the majority of startups are not reaching industry requirements.

Session was started after 3:00 pm where our speaker started guiding students by giving her introduction and then about the business model canvas.

She elaborated the components of business canvas and described that it includes identifying the customer's need, value propositions, channels communication/distribution/sales, Relationships with customers/stakeholders, revenue streams, key reesources/activities/partnerships, cost structures.

She described the segmenting of customers is very important in designing and various factors have to be considered thoroughly for it. He informed the value proposition is foundational to any business and while defining it three points should be met- what is the problem, who needs the solution and underlying motivator for the problem. She informed that understanding of pricing for business is a crucial factor and described that there are different revenue models for the businesses. He further elaborated the resources that are practically needed to undertake the business like business space, computers, internet connection.

