

CENTRE FOR ENTREPRENEURSHIP

NIRMA UNIVERSITY

Event Date: 07.04.2023

Venue: B- Auditorium

No of Participants: 47 teams (110 participants)



Centre for Entrepreneurship has organized a "Business Model Canvas Workshop" for Startups registered under the Nirma University Incubation center on 7th April 2023. This workshop aimed to assist aspiring entrepreneurs in developing and refining their business models for their startup ventures. The event was conducted at Nirma university and proved to be highly informative and beneficial for the participants.

The event commenced with an introduction to the BMC framework, its importance, and its role in helping startups create and visualize their business strategies. The participants were guided through the nine key components of the BMC, including Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. To ensure practical understanding, the workshop included several group exercises. Participants had the opportunity to work on their own BMCs, receive feedback from mentors, and share their ideas and insights with fellow attendees. Real-world case studies were presented to illustrate successful applications of the BMC framework. These case studies provided valuable insights into how established companies and startups have leveraged the BMC to their advantage.

Dr Kruti Patel , entrepreneur and expert in business modeling, who shared their personal experiences and provided valuable tips for startup success. The event concluded with a Q&A

session, allowing participants to seek clarification on BMC-related topics and interact with the speakers, mentors, and other attendees during the networking session

Participants got detailed idea about the Business Model Canvas framework and its application in business strategy development. They got Valuable insights from real-world case studies and the guest speaker's expertise. Participants provided positive feedback regarding the workshop, emphasizing its value in helping them shape their startup ideas. The Workshop was a resounding success, and it reinforced the Incubation Center for Startups' commitment to nurturing and empowering emerging entrepreneurs.

