



Workshop on BUSINESS MODEL CANVAS

DEPARTMENT	COMPUTER SCIENCE AND ENGINEERING DEPARTMENT		
ACTIVITY TYPE	Workshop		
DATE & TIME	20/04/2023 10.00 AM to 04: 00 PM	Duration	1 Day
SEMESTER	2	No. of Students	55 (as per attendance sheet)
EXPERT NAME WITH DESIGNATION	Mr. Hutesh Baviskar		
NAME OF EXPERT'S ORGANIZATION	Incubation Manager, Parul Innovation & Entrepreneurship Research Centre.		
EXPERT CONTACT DETAILS	---		
FACULTY COORDINATOR	Ms.Nirali Bhaliya		
FACULTY CONTACT DETAILS	9825107184		

Objective:

- The objective is to identify the product and/or service to be sold, as well as the public to whom it will be offered, while anticipating the expenses involved in the entire production and sale process, in pursuit of the established goals. These canvases enable companies to visualize and analyze their strategy. This includes updating the model as the company evolves, such as changes in the market, new streams or expansions.

Activity Details:

Department of Computer science and Engineering, PIT, Parul University successfully conducted a workshop on " Business model canvas". Almost 60+ students from the computer science and engineering department of PIT Btech 2nd semester attended a session with enthusiasm. On the date of the 20th April 2023, Mr. Hutesh Baviskar conducted a session from 10:00 to 4:00pm . The workshop is organized for the students who have unique ideas which help society for the development. BMC workshop enables teams to share their visions about each of the nine-building blocks. Hutesh sir Discussing all factors related to the business from the value proposition to the internal and external factors that impact the business, allows the team to reach a point of alignment.

In this workshop, participants will acquire the knowledge and skills to apply the Business Model Canvas to develop innovative business models of value creation or transform current ones.

The idea of invention and innovation has been widely used by the developer to produce many things that help to ease mankind's daily work. And of course, to produce a new product we need to know how the market is behaving and how the process will be. To ease the process in developing new products or business, Business Model Canvas (BMC) can be used. What is BMC? Business Model Canvas (BMC) is a tool that helps us to better understand a business model in a structured and straightforward way . Specifically, BMC is a strategic management and entrepreneurial tool that helps in describing, designing, inventing and capturing the market values. BMC is widely used to quickly draw a picture of our idea detail and this allows



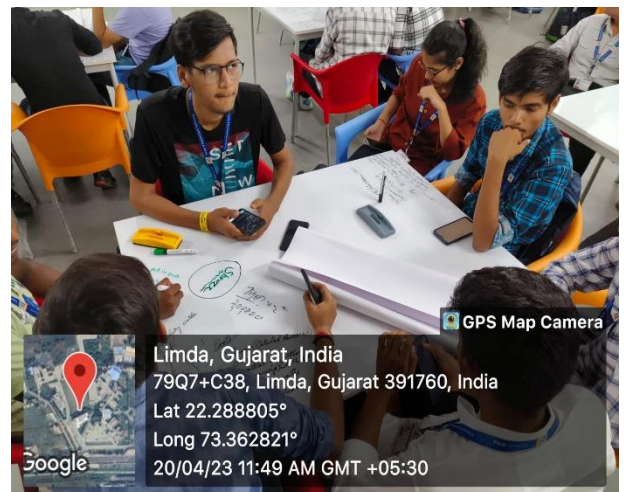
us to get a better understanding regarding our business. It also provides knowledge and skills such as tools' hands on experience, communication and also team work.

In BMC, there are nine focused items regarding the business which are customer segments, value proposition, channel, customer relationship, revenue stream, key resources, key activities and cost structure. The practicality of BMC really helps in conveying the idea to be developed and commercialized the product or business to the market.

Brochure detail:



Glimpses of activity:





Outcome:

The business model canvas is a great tool to help you understand a business model in a straightforward, structured way. Using this canvas will lead to insights about the customers you serve. What value propositions are offered through what channels, and how your company makes money.