# A Report on Workshop for making Business Model Canvas

**About the Event:**

**Date of Event- 08th April 2023**

**No. of Participants: 92**

**Theme- Business Model Canvas**

Business Model Canvas is an easy and important strategic tool in today's era of start-ups to pitch the ideas related to business to easily define and communicate business ideas.

The session kicked off with the speakers, Mr Chirag Shah, from CED, Gujarat Govt and Mr. Mehul Shah and Mr. Mandar Sumant introducing the audience with the idea of Business Model Canvas. He gave a brief idea of how the Business Model Canvas allows us to get an understanding of the business and to go through the process of making connections between what an individual's idea and how to make it into a business. Business Model Canvas takes into consideration external factor(Customer Relationship) and internal factor(Business) mapping. Both external and internal factors meet around the value proposition, which is the exchange of value between a business and your customer/clients.

A good Business Model Canvas should answer the following questions:

1. What is the problem being solved?
2. Why would someone want to have this problem solved?
3. What is the underlying motivator for this problem?

The Key Activities of a business/product are the actions that the business undertakes to achieve the value proposition for customers.

Key emphasis was laid on what questions should be asked for achieving value proposition should include:

- What activities does the business undertake in achieving the value proposition for the customer?
- What are the resources used?
- Time?
- Expertise?
- Distribution of product?
- Technical development?
- Strategy?
- Offer resources (human/physical)?
- What actions does it take you and/or your staff to achieve value exchange?

## Glimpse of Session: