



Institution's Innovation Council Saurashtra University

Workshop on 'Business Model Canvas'

20th April 2023

At

Smt. R. D. Gardi Department of Business Management
Saurashtra University

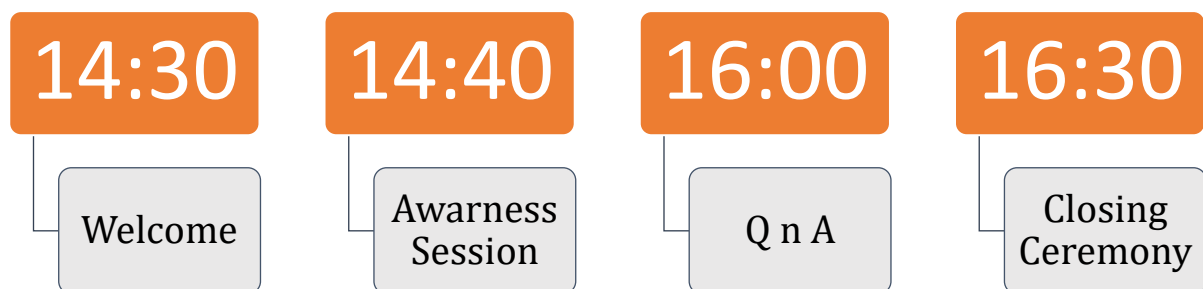
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Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

Event Schedule



Event Registration Link

bit.ly/SUSEC-BMC

Brief about Event

Saurashtra University - Institutions' Innovation Council and SU Start-up and Entrepreneurship Council, collaboratively organized a workshop on 'Business Model Canvas'. The workshop aimed at familiarizing participants with the conceptual idea of business model canvas and its importance for startups.

Sound business model is a key thing for any business or startup. Business Model Canvas focuses on many strategic parameters like customers, infrastructure, value proposition and cost structure. So, it is important to reflect upon and analyse these parameters to come up with a better offering in a market.

Objective is to give broad idea about Business Model Canvas and idea about different template for developing new business model. This was an exclusive event for start-ups, students and new age entrepreneurs from the Gujarat start-up ecosystem to arrive at one place, dish out their entrepreneurial endeavours and experience the technique of Business Model. While BMCs are extremely helpful for introducing ideas at an early stage of development, they have been found to bring great value even when the project or business already exists. Motive behind Business Model Canvas is to start entrepreneurship, by developing a product

Key Points

During the session, below mentioned points were discussed:

- Concept and understanding of Business Model Canvas
- Importance of Business Model Canvas for startups
- Value proposition
- Cost structure
- Practical example of Business Model Canvas
- Customer relationship
- Customer segment
- FAQs related to Business Model Canvas
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Outcome

The conceptual idea of a business model and what a business will be were made clear to the participants by explaining the model of Business Model Canvas and how it can be applied to the real world were elaborated with the help of an example. Students got the idea about how to find customer needs with various examples, how to represent their product in market, how it is different from conventional product, what is the market requirement & resources available in market. It was very informative Session.

About the Speaker/Chief Guest



Dr. Hitesh Shukla Professor (Finance)

Department of Business Management
Saurashtra University

WORKSHOP ON BUSINESS MODEL CANVAS (BMC)

Dr. Hitesh Shukla
Professor
Smt. R.D. Gardi Department of Business Management
Saurashtra University

With a perspective to upgrade the skills of the students, faculties, Early Stage Entrepreneurs
SU Start-up And Entrepreneurship Council & IIC Saurashtra University
organizes one-day Workshop on
"Business Model Canvas (BMC)" on 20 April, 2023 Thursday at Smt. R D Gardi Department of
Business Management
Saurashtra University Campus, Rajkot

02:30 pm onwards **REGISTRATION** bit.ly/SUSEC-BMC



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