

Report of the Activity

"Crack The Canvas" - Business Model Canvas Display

Date: 21/08/2023 to 23/08/2023

Venue: North Extended Campus, Karnavati University

Time: - 09:30 AM to 4:30 PM

Number of Participants: - 75

"Crack The Canvas," an exclusive event tailored for students of UWSB - Unitedworld School of Business, was started on occasion of World Entrepreneur Day on August 21, 2023 in association with KIIF, IIC and SSIP.

The event was divided in three parts on different days: -

1. A workshop which seamlessly blended theoretical insights with practical application by delving into the essential components of the Business Model Canvas, including Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure.
2. A hands-on thoughtfully designed interactive exercises where attendees were immersed in collaborative group activities that not only deepened their grasp of the canvas's utility but also nurtured teamwork and innovation.
3. The display exhibition where innovation ambassadors of the university and the jury members subsequently shared their feedback

The event further enriched the experience by fostering peer learning and cross-pollination of ideas.

This workshop not only celebrated the entrepreneurial spirit within the UWSB community but also equipped students with a powerful toolkit to effectively conceptualize, refine, and visualize their business ideas.

This helped students to visualize what is important and what forces a user to address these key areas of canvas. When used by a team, it made them understand key relationships between various stakeholders and reach to a final business.