



**INSTITUTION'S
INNOVATION
COUNCIL**

(Ministry of Education Initiative)

GTU INNOVATION AND STARTUP CENTRE

REPORT ON:

Startup Pathshala Fourth session on
Team Building and Business Model Canvas

DATE: 16th April 2024

TIME: 03:00 PM To 5:00 PM

VENUE: GISC, SURAT

7 Seasons series organized by
GTU INNOVATION AND STARTUP CENTER
Fourth Session on

**Team Building &
Business Model Canvas**

Date: 16th April 2024
Time: 3:00 PM To 5:00 PM
Venue :
GTU Innovation & Startup Centre (GISC),
1st Floor Amenities Block,
Dr. S. & S. S. Ghandhy Government Engineering
College, Majura get, Surat, Gujarat 395001

Session Expert
Mr. Akshay Soneji
Founder & Director -JAS educational institute
Co-founder - TROTz and Querencia

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Start-Up Pathshala, organized by GTU Innovation & Start-Up Center (GISC), is like a journey with seven exciting stops. At each stop, budding entrepreneurs learn important things. They start by coming up with how to build Team and what is business model canvas. Next, they learn how to turn their ideas into simple versions that they can test. They also figure out how to build strong teams and make plans for their business. They learn about the rules and laws they need to follow, especially when it comes to protecting their ideas. Plus, they learn how to manage money wisely. Then, they focus on finding customers and making their business known through smart marketing. Finally, they learn ways to keep their business growing and successful. It's like a fun and educational adventure for anyone dreaming of starting their own business!

On April 16, 2024, the Business Model Canvas session of Start-Up Pathshala unfolded at GTU Innovation & Start-Up Centre from 3:00 to 5:00 PM. The esteemed presence of Mr. Akshay Soneji, Founder & Director of JAS Mind Training and Study Centre, Co-founder of TROTz and Querencia, elevated the session. Participants were consistently encouraged to unlock their entrepreneurial potential, focusing on team formation and crafting a robust business canvas as the foundation for their journey of entrepreneurial exploration and advancement.

Event goal:

The primary objective of the event was to facilitate participants' learning about the Business Model Canvas and its application in crafting a robust business model for their startup ideas.

About Guest Speaker:

Mr. Akshay Soneji

Mr. Akshay Soneji has 13 years of experience in the education industry. He is the founder of JAS, Querencia and TROTz companies and also an investor in so many startup companies established in Gujarat. He has done his graduation in Chemical engineering and Masters in Psychology. He is certified SEL (Social and Emotional learning) and NLP trainer. Also he has trained a number of entrepreneurs too.

The session began with a heartfelt welcome from Mr. Mayur Kalasariya, establishing an atmosphere of inclusivity and excitement. His gracious introduction was marked by the presentation of a meaningful memento to Mr. Akshay Soneji and Dr. Moinuddin. M. Soniwala, recognizing their significant contributions to the entrepreneurial ecosystem.

During the session, Mr. Akshay Soneji engaged participants with a captivating exercise involving finding numbers in a sequence. The activity, transitioning from random numbers to fixed sequences, served as a metaphor for the importance of structure and organization in business endeavors.

Mr. Soneji adeptly incorporated the Business Model Canvas into the session, providing entrepreneurs and business leaders with a powerful tool to visually map out their business models. This approach enables identification of areas for improvement or innovation and facilitates effective communication of the business strategy. Whether for startups or established companies, the Business Model Canvas serves as a valuable instrument for understanding, evaluating, and refining business models.

In summary, the session on the Business Model Canvas proved to be transformative under the guidance of Mr. Akshay Soneji and seasoned facilitators. Participants not only explored Surat's rich history but also embraced the importance of team building and strategic business planning. Armed with newfound inspiration and practical tools, attendees departed with confidence to embark on their entrepreneurial journeys.

Glimpse of the Event:





Participants list:

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