



# Institute of Advanced Research

*The University for Innovation*

Established under the Gujarat Private Universities Amendment Act 2011 and recognized under section 22 and 2(f) of UGC



A Report On

A workshop on “**From Canvas to Cashflow: Turning Your Ideas into Real Business Models**”

Date of the Event: 5<sup>th</sup> May, 2026

**Organizing Committee:**  
**SSIP & IIC, IAR**

**Event Coordinators:**  
Dr. Neha Rajpara, Asst. Prof., SBBE, IAR  
Ms. Riddhi Trivedi, Lecturer, SBBE, IAR

**Report Prepared by:**  
Dr. Neha Rajpara



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<b>Name of the Event</b>	<b>From Canvas to Cashflow: Turning Your Ideas into Real Business Models</b>
<b>Event Type (Co-curricular/ Extra Curricular)</b>	Extra-Curricular Activity
<b>Platform</b>	Offline
<b>Date, Time and Place of the Event</b>	5th May, 2026 9.30 am-5.00 pm A3-Auditorium
<b>Total Number of Participants</b>	59
<b>Sponsoring Authority</b>	Institute of Advanced Research and SSIP

**Name of coordinators:** Dr. Neha Rajpara and Ms. Riddhi Trivedi

**Brief overview of the event:** The Institute of Advanced Research (IAR), in collaboration with the Institution's Innovation Council (IIC) and the Student Startup and Innovation Policy (SSIP), organized a workshop titled "From Canvas to Cashflow: Turning Your Ideas into Real Business Models" on 5th May, 2026. The event was conducted in offline mode at the university campus, Gandhinagar. The workshop was conducted to provide participants with a practical understanding of how successful businesses are designed and validated. The workshop focused on connecting innovative ideas with customer needs, market opportunities, and sustainable revenue strategies. Through expert sessions, case studies, and group activities, participants gained insights into the fundamentals of startup planning and business model development.

The workshop commenced with an inauguration and welcome address. Ms. Kavya Tayal welcomed the participants. The objectives and structure of the workshop were briefly introduced to the attendees.

Dr. Neha Rajpara warmly welcomed the guest speaker, Dr. Ashish Warghane, with a floral bouquet. Following the welcome, Dr. Warghane delivered an engaging and informative talk where he shared



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different business ideas by connecting them with the real agricultural challenges and practical examples.

He explained how to identify problems and understand customer needs while developing a business idea. The session also covered important concepts such as value propositions, customer relationships, revenue streams, key activities, partnerships, cost structure, market fit, and product fit. His practical approach and relatable examples made the session highly interactive and easy for students to understand.

After that, Jigisha Thakkar shared her entrepreneurial journey and explained the development of her product, Greendrip Pot. She discussed how her idea evolved into a practical product and explained the process of designing her Business Model Canvas. She also highlighted how customer feedback helped in improving the product design, pricing, and overall business strategy.

She further conducted an interactive activity for the students, where they were encouraged to think about their own ideas and learn how to develop a business model around them. The session helped students understand important aspects such as cost structure, customer needs, value proposition, and planning a sustainable business model in a simple and practical way.

After that, the students worked on preparing their own business models based on their ideas. They applied the concepts learned during the session, including customer identification, value proposition, revenue streams, cost structure, and market fit. The activity helped students practically understand how to convert an idea into a structured and sustainable business model. The session concluded with a Vote of Thanks by Ms. Riddhi Trivedi.

The workshop successfully provided participants with a comprehensive understanding of business models and startup fit concepts. It helped students to understand the connection between identifying a problem, creating a solution, understanding customer needs, and developing a sustainable business strategy.



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## Schedule of the event:

<b>Time</b>	<b>Session Title</b>
<b>9:30-10:00</b>	Inauguration
<b>10:00- 12:00</b>	Introduction to Business Models; Business Model Canvas (BMC) Deep Dive
<b>12:00- 1.30</b>	Business Model Fit Concepts
<b>1:30-2:00</b>	Lunch break
<b>2:00-3:00</b>	Case Study & Group Work
<b>3:00-3:10</b>	Vote of Thanks & Closing Remarks



### Report for social media:

**INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of Education Initiative)

**IAR University**

**SSIP**

## From Canvas to Cashflow

### Turning Your Ideas into Real Business Models

- Understanding and applying the business model canvas
- Identifying target customers and developing a strong value proposition
- Evaluate real-world feasibility and revenue potential
- Hands-on development of a complete business model

**Date:** 5th May, 2026

**Time:** 09:30 am - 5:00 pm

**Eligibility:** UG/PG/PhD students

**Venue:** A3 - Mini Auditorium

**Co-Ordinators**  
Dr. Neha Rajpara  
([neha.rajpara@iar.ac.in](mailto:neha.rajpara@iar.ac.in))  
Ms. Riddhi Trivedi  
([riddhi.trivedi@iar.ac.in](mailto:riddhi.trivedi@iar.ac.in))

**Featuring Speakers**  
Dr. Ashish Warghane  
Ms. Jigisha Thakkar



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**Feedback from Students:** The students responded very positively to the workshop and found it both engaging and informative. They especially appreciated the simple explanation of business concepts such as the Business Model Canvas and startup fit strategies. Many participants mentioned that the real-life examples and interactive discussions made the sessions more relatable and easier to understand.

The group activities were liked by the students as it helps them to develop some ideas, work as a team, and think creatively. Overall, the workshop helped students to gain better clarity about startups, customer needs, and business planning, while also motivating them to explore entrepreneurial opportunities in the future.

**Payment advice from the Accounts department:**

**Guest/expert invited:** Dr. Ashish Warghane, Ms. Jigisha Thakkar

**About the experts:**

**Dr. Ashish Warghane** is an Assistant Professor at the Gujarat Technological University, School of Applied Sciences and Technology (SAST), with over fourteen years of teaching and research experience in Biotechnology, Plant Virology, Molecular Diagnostics, Microbiology, and Natural Farming. He has published numerous research articles, books, and book chapters in reputed journals and has received multiple research grants and awards for his contributions to science and innovation.

Apart from his academic achievements, Dr. Warghane has actively guided students and researchers in innovation, entrepreneurship, and applied research. Through his workshops, training programs, and mentoring activities, he continues to encourage young minds to connect scientific research with practical and sustainable solutions for societal and agricultural challenges.

**Ms. Jigisha Thakkar** is a biotechnology researcher, innovator, and aspiring entrepreneur currently pursuing her Ph.D. at Gujarat Technological University. With a strong background in biotechnology and sustainable innovation, she has worked extensively in molecular biology, toxicology, and sustainable agriculture research.

Along with her academic contributions, she is also the founder of Greendrip Pot, a startup focused on water-efficient plant-growing solutions for urban spaces. Her innovation received 1st Prize at Ideathon 2026 and earned government startup grant support. Through her journey in research and entrepreneurship, she continues to inspire students to transform innovative ideas into practical and impactful solutions.



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## Glimpse of event





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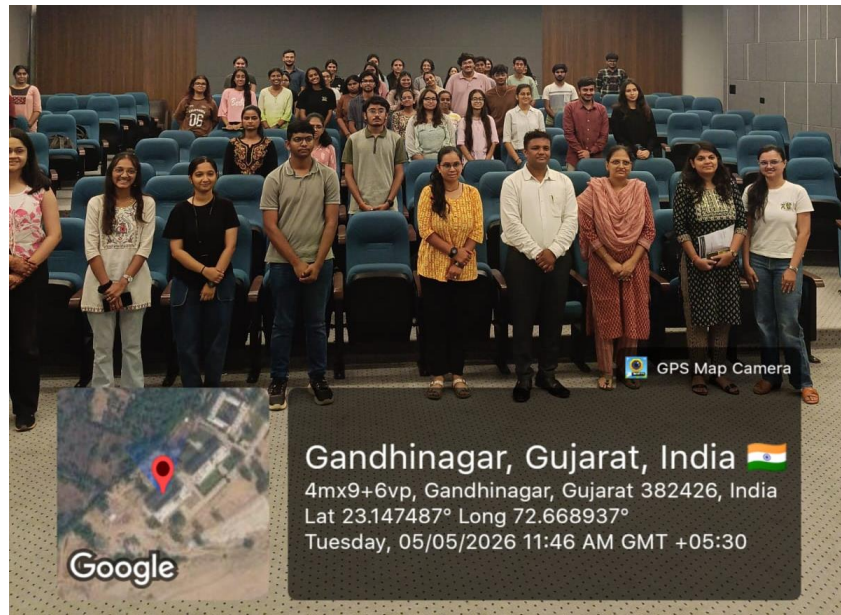




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**Outcome of the event:** The workshop successfully enhanced participants’ understanding of business models, startup development, and market validation concepts. Students gained practical knowledge about the Business Model Canvas, customer discovery, Problem–Solution Fit, Product–Market Fit, and sustainable revenue strategies through interactive sessions and group activities.

The event also encouraged innovative thinking, teamwork, and entrepreneurial motivation among participants. Through case studies and presentations, students were able to apply theoretical concepts to real-world business situations, helping them develop problem-solving skills and a better understanding of startup planning and business feasibility.

**Media coverage:** [https://www.linkedin.com/posts/iargandhinagar\\_iaruniversity-innovation-entrepreneurship-activity-7459900370421522432-la0t?utm\\_source=share&utm\\_medium=member\\_ios&rcm=ACoAAAQ3zxsBnENYgkvNGiJwdBFjCDZWuly5tzk](https://www.linkedin.com/posts/iargandhinagar_iaruniversity-innovation-entrepreneurship-activity-7459900370421522432-la0t?utm_source=share&utm_medium=member_ios&rcm=ACoAAAQ3zxsBnENYgkvNGiJwdBFjCDZWuly5tzk)

**Link to the FB Page/Google Meet/YouTube link:** None



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## Acknowledgement –

The committee members acknowledge contribution of:

- Brig P C Vyas, Director IAR
- Dr. Manish Parmar, Registrar
- Dr. Anand Tiwari, Dean Academics
- Dr. Roli Mishra, Dean R&I
- Dr. Manoj Patel, Executive Registrar
- Hods, All the Department
- Head, IT and Admin Department

**Attendance of participant/attendees: Annexure- I**

Signature

Dr. Neha Rajpara

IIC member

(Coordinator), SBB, IAR

Signature

Ms. Riddhi Trivedi

IIC member

(Coordinator), SBB, IAR

Signature

Dr. Milan Trivedi

IIC Coordinator

(SCT, IAR)

Signature

Prof. Roli Mishra

Chairman IIC

(Dean R&I, IAR)



Date: 8/05/2026

Place: Gandhinagar




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## Annexure – I

Attendance of Students:



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**Attendance of Students**

Name of Event: From canvas to cashflow  
 Venue: A3 Auditorium  
 Date: 5/5/2026

Sr. No.	Student Name	IAR Number	Program	Semester	Signature
1.	Jiya Jangi	15079	BSCBT	IV	Jiyang
2.	Tammanna	15605	Bscbt	IV	Tammanna
3.	Drushti	15538	"	"	Drushti
4.	Tanaya	15865	"	"	Tanaya
5.	Pratham	15054	"	"	PB Patal
6.	Keisha	15060	"	"	Keisha
7.	Riya	15445	"	"	Riya
8.	Jay	15061	"	"	Jay
9.	Nisha	14819	"	"	Nisha
10.	Amisha Chauhan	15808	PhD	-	Amisha
11.	Mumukshu Chauhan	15778	PhD	-	Mumukshu
12.	Disha Jhamtani	15164	B.Sc. F6	IV	Disha
13.	Lalita Suthar	15286	"	"	Lalita
14.	Khushi Jain	15372	"	"	Khushi
15.	Shakir Damiyal	158644	"	"	Shakir
16.	Aastha Makwana	14789	BSC BS	"	Aastha
17.	Nidhi Painsuly	15064	Bsc BT	"	Nidhi
18.	Aastha Tripathi	14777	Bsc BT	"	Aastha
19.	Nihira	15069	Bsc BMS	"	Nihira
20.	Kashish	15138	Bsc BT	"	Kashish



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### Attendance of Students

Name of Event:

Venue:

Date:

Sr. No.	Student Name	IAR Number	Program	Semester	Signature
1	Jainee Andhasia	15057	B.Sc.BT	4	Jainee
22	Vaishnavi Chandel	14858	B.Sc.BT	4	Vaish
23	Khushi Patel	15120	B.Sc.BT	4	Khushi
24	Aanya Bhatia	17632	B.Sc.FS	2	Aanya
25	Jahaan Desai	17515	"	2	Jahaan
26	Dhruvi Parmar	17559	"	"	Dhruvi
27	Dhruvya Solanki	17066	"	"	JoJo..
28	Jimit Bhatt	17294	"	"	Jimit
29	Vishwa R Patel	17673	"	"	Vishwa
30	Shreyanshi	17186	"	"	Shreyanshi
31	Khushi Panchel	17642	"	"	Khushi
32	Hem Patel	17557	"	"	Hem
33	Purkhi Shah	16840	"	"	Purkhi
34	Krupali Panchel	17659	"	"	Krupali
35	Mahesh Purohit	16922	"	"	Mahesh
36	Devesh P Chaudhari	17719	"	4	Devesh
37	Mahi Motiwale	17805	"	"	Mahi
38	Vaishnavi Gopal	17349	7	11	Vaishnavi
39	Dhwani Jagani	17299	"	"	Dhwani
40	Tisha Padhyar	17496	"	"	Tisha



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### Attendance of Students

Name of Event:

Venue:

Date:

Sr. No.	Student Name	IAR Number	Program	Semester	Signature
41	Lakshmi Tomer	17171	BSc FS	2	<i>Lakshmi</i>
42	Prateek Chouhan	17114	BSc FS	2	<i>Prateek</i>
43	Kushal Salvi	17345	BSc FS	2	<i>KS</i>
44	PREYA KANSARA	15550	BSc FS	4	<i>Preya</i>
45	Nishu Sharma	15620	BSc(H)FS	4	V.M.Sharma
46	Tanaz Shaikh	15890	BSc(H)FS	4	<i>Tanaz</i>
47	Rihima Jha	15584	BSc(H)FS	4	<i>Rihima</i>
48	Pushika Modi	15368	BSc(H)FS	4	<i>P.S.Modi</i>
49	Devanshi Tiwari	14842	BSc(H)FS	4	<i>Devanshi</i>
50	Maneswini Patel	15254	BSc BT	4	<i>Maneswini</i>
51	Sanjalna Patel	15203	"	4	<i>Sanjalna</i>
52	Abhi lipsha	15878	"	4	<i>Abhi</i>
53	Maxijah	15793	"	4	<i>Maxijah</i>
54	Pratyusha Patel	15086	"	4	<i>Pratyusha</i>
55	Dev Devanshi	15009	"	4	<i>Dev</i>
56	Manya akir	15192	"	4	<i>Manya</i>
57	Whriti D. Swan	15912	BSc MIC	4	<i>Whriti</i>
58	Binish Hirani	15370	BSc Biotech	5 4	<i>Binish</i>
59	Kaavya Tayal	15362	BSc Biotech	4	<i>Kaavya</i>