

A Session on Business Model Canvas

Activity Report

Academic Year	2024-25
Program Driven by	
Quarter	III
Program / Activity Name	
Program Type	
Program Theme	
Start Date	
End Date	
Duration of the Activity (in Mins)	6Hr
Number of Student Participant	
Number of Faculty Participant	
Number of external Participant	--
Expenditure Amount in Rs.	
Any Remark	--
Mode of Session Delivery	Offline
Objective	
Benefit in terms of Learning / Skills / Knowledge obtained	
Feedback	
Video url (mp4)	
Photograph 1 (jpg)	Attached
Photograph 2 (jpg)	Attached
Overall report of the Activity (pdf)	As given below



Dr. P. H. Zope
Convener IIC

Session Report:

A Session on Business Model Canvas

Objective: The session was designed to introduce early-stage entrepreneurs to the Business Model Canvas as a strategic tool for defining and communicating their business concept.

Key Points:

A business model canvas is a one-page visual strategic tool used to define, assess, and communicate a business's concept. It breaks down the business into nine fundamental building blocks, offering a comprehensive yet concise overview of how a business creates, delivers, and captures value.

The Nine Building Blocks of the Business Model Canvas:

1. **Customer Segments:** The specific groups of people or organizations an enterprise aims to reach and serve.
2. **Value Proposition:** The unique value a company offers to its customer segments, solving a problem or fulfilling a need.
3. **Channels:** How a company communicates with and reaches its customer segments to deliver a value proposition.
4. **Customer Relationships:** The types of relationships a company establishes with its specific customer segments.
5. **Revenue Streams:** How a company generates revenue from each customer segment.
6. **Key Resources:** The most important assets required to make the business model work.
7. **Key Activities:** The most important actions a company must take to operate successfully.
8. **Key Partners:** The network of suppliers and partners that make the business model work.
9. **Cost Structure:** All the costs incurred to operate the business model.









	Decimal	DMS
Latitude	21.013911	21°0'50" N
Longitude	75.502429	75°30'8" E

2025-02-06(Thu) 02:14(pm)



