



Gandhinagar Institute of Technology

A Report on “Webinar on Business Model Canvas” (31 January 2022)

Event Overview:

Student Start-up and Innovation Policy (SSIP) has arranged a webinar on “Business Model Canvas” on 31/01/2022 with permission of Dr H N Shah, Director, GIT. The webinar was organized with support from IIC, IPR and IQAC cell. The speaker of the session was Dr. Umesh Srivastava, Faculty, Entrepreneurship Development Institute of India. Students and Faculty Members of all different branches of engineering had participated in the Webinar.

Objective:

The Objective of the session is to aware students with following points

1. To educate students about the importance of business model canvas.
2. To find the reason about why the majority of startups are not reaching industry requirements.

Program Overview:

All faculty members and students of GIT participated in this webinar. The session started with basic introduction of business model canvas and covered all key points which need to be required for any startup policy to succeed. He has explained the working of canvas and various key factors which need to be defined carefully for any startup. He has given the example of REVA Electric Car which failed 8 years ago due to the time factor of market conditions.

In the midst of the session, experts have explained nine pillars of the business model canvas which plays a very important role to succeed any startup: Key Partner, Key Activities, Key Resources, Value Proposition, Customer Relationship, Channels, Customer Segments, Cost Structure, Revenue Streams

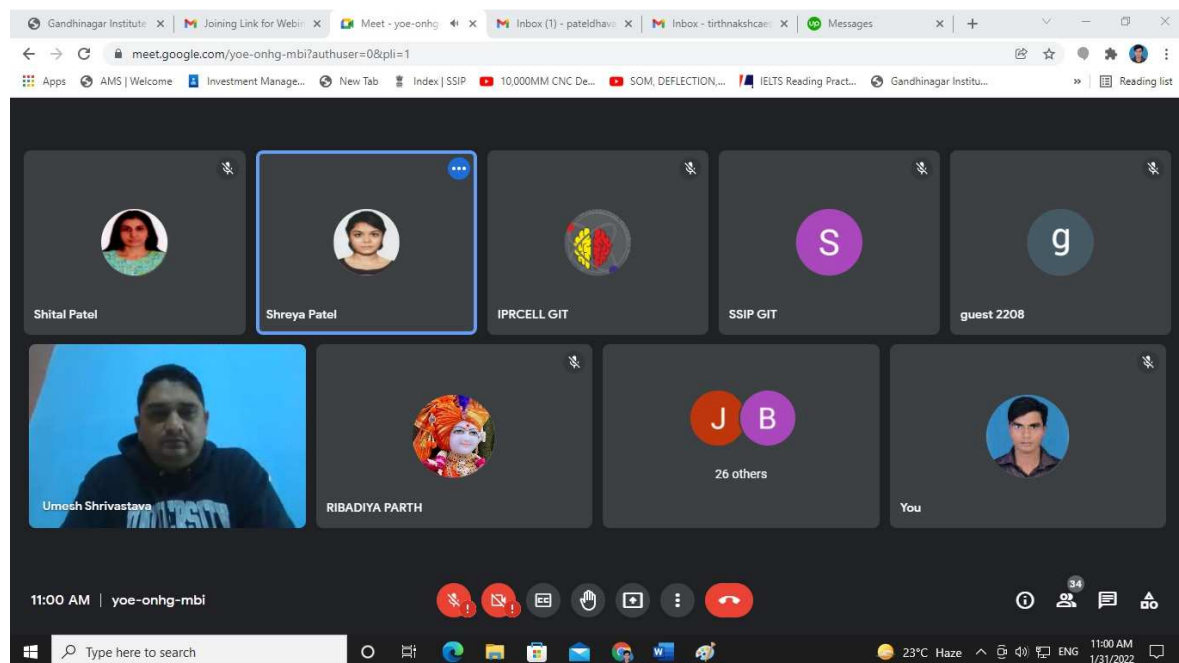
He covered all 9 pillar points in his presentation step by step in a very interactive session with student and faculty members. Key partner covered base resources generated by stakeholders to start their business so for that he gave example Social Media like google, Amazon, Flip kart etc. As per resources and start up every stakeholder defined their key activities which growing their business as per market need and customer requirement. Key resources included kind of support to improve business performance. Value proposition depends on different

services like an LLP company. He focused on customer relationships because each company must take feed from customers for existing products and also try to improve their product by adding functionality as customer need.

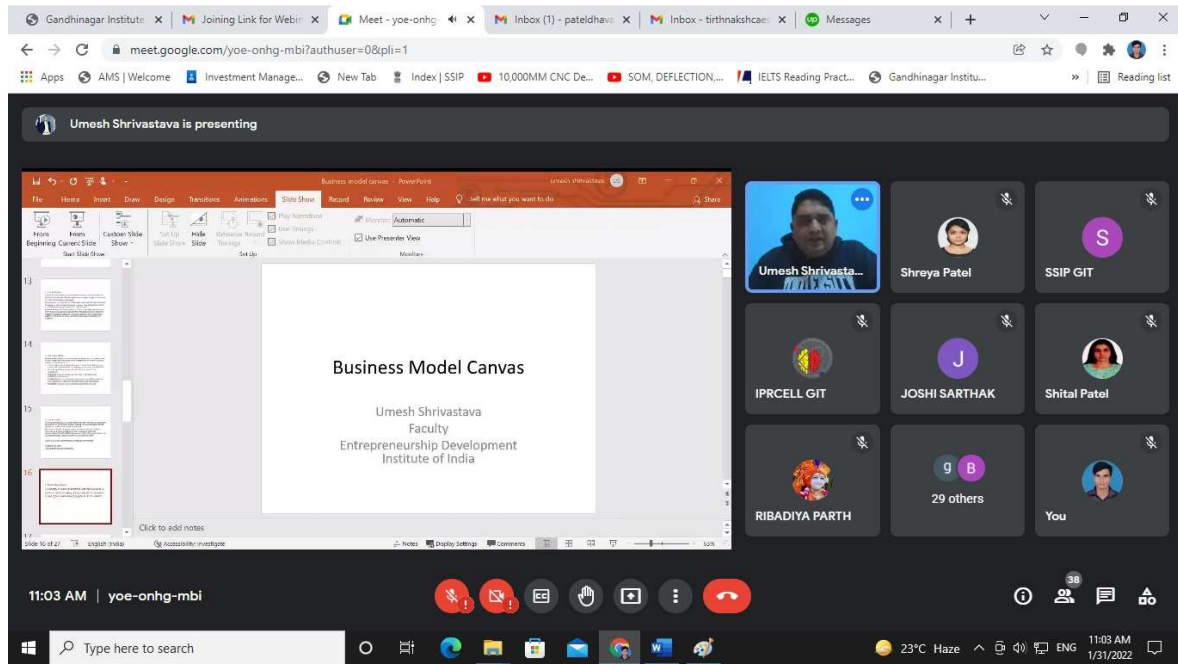
He also discussed customer segments, cost structure and revenue streams by giving different automobile companies examples and how to develop their facilities for improving cost structure as per same time generate revenue from that effort.

The event was a grand success under the enlightenment of Dr H N Shah, Director of the institute and the participants.

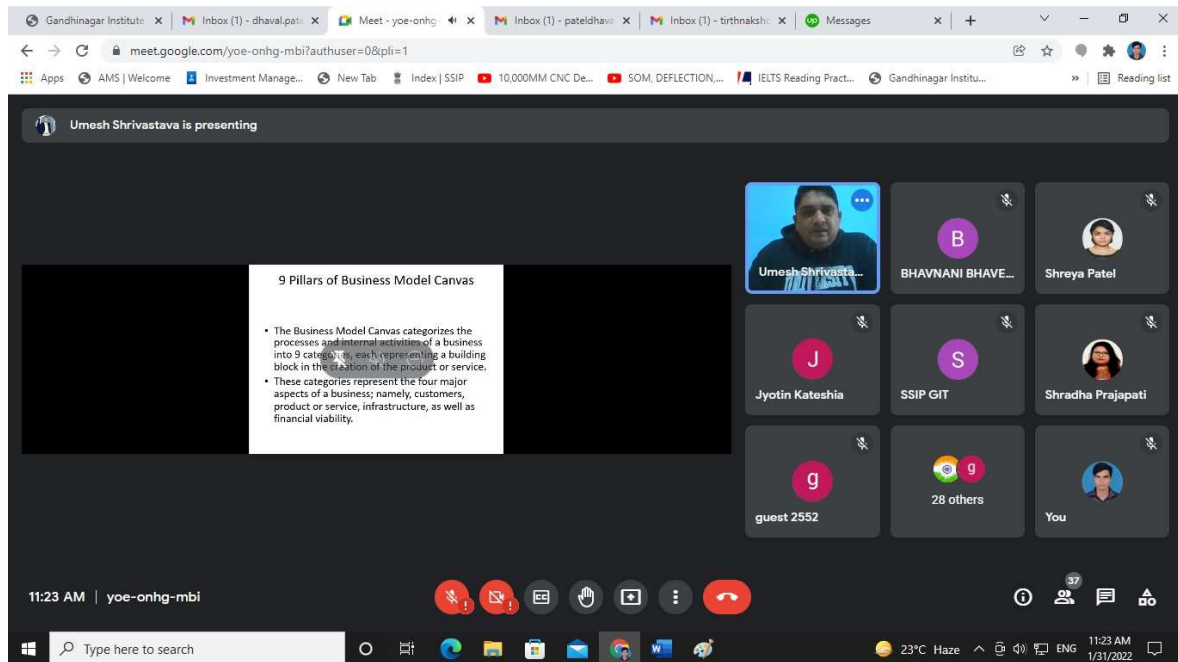
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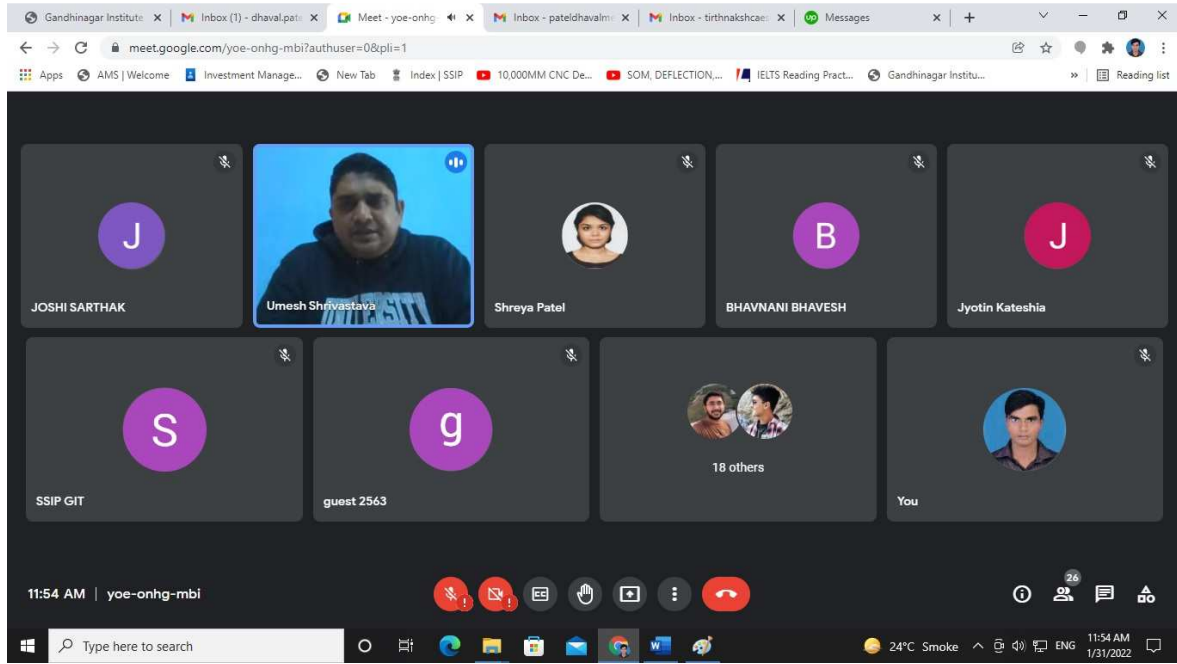
Webinar of Business Model Canvas



Dr. Umesh Shrivastava has initiated the session



Nine Pillars of Business Model Canvas



Exert interaction with participants
