



Walchand Institute of Technology, Solapur



Institution's Innovation Council

Report of Calendar Activity

Date: 29/08/2023

Day & Date	:	Tuesday & 29/08/2023
Time	:	2:00 p.m.
Topic	:	Business Model Canvas (BMC)
Speaker	:	Dr. S. K. Kulkarni (Innovation Ambassador)

Dr. S. K. Kulkarni explained initially the meaning of Business Model Canvas & its need. He then explained the nine different blocks of the Business Model Canvas. He displayed a Business Model Canvas with the questions in each block. He told students that we can write the answers of these different questions given in the different building blocks to prepare the Business Model Canvas. He said that we can start by filling out the blocks in any order, but a recommended sequence is to start with the value proposition, then the customer segments, then the channels, then the revenue streams, then the cost structure, then the key resources, then the key activities, then the key partnerships, and finally the customer relationship. He also explained the difference between the Business Model Canvas & Business Plan.

He showed the Business Model Canvas of BMW, Facebook, Uber, & Skype. He then explained about the templates available on the internet to ease the work of preparing a Business Model Canvas. He then told students to prepare a Business Model Canvas for traditional retailers.

More than 30 students & 2 faculty members participated in the programme. Participants came to know the various sections/building blocks of Business Model Canvas. They came to the importance of Business Model Canvas in any business. This will surely help them in their business in near future.

Pics:

