



Walchand Institute of Technology,  
Solapur



## Institution's Innovation Council Report of Calendar Activity

Day & Date : Thursday, 22/08/2024

Speaker : Dr. S. B. Tuljapure, Innovation Ambassador

Topic : Business Model Canvas

### **Proceedings :**

Initially he explained the need of Business Model Canvas. He told students about how it differs from the business plan. He explained about the nine different blocks of the business model canvas. He gave detailed information about the three blocks which are concerned with the customer & are external to the company. He also discussed about the three blocks concerned with internal factors – key factors. He explained how value proposition is associated with these internal & external factors.

Lastly, he focused on the Cost Structure & Revenue Streams. He said that there should as many as possible revenue streams. He added that cost structure tells us about the expenses the company has to do.

Later on he showed the Business Model Canvas of various companies Uber, BMW, Facebook Skype & Traditional Retailers.

At the end, he discussed about the Lean Canvas developed by Ash Mourya. He compared the different blocks in Lean Canvas with the blocks in Business Model Canvas. He explained about the Unfair Advantage, Problem, Solution blocks & Key Metrics. He then showed the Lean Canvas of Amazon, Google, You-Tube, AirBed & Breakfast & Facebook.

Students came to know about the importance & contents of Business Model Canvas & Lean Canvas. About 40 students participated in the session.

Pics:

