



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



SSIP

Event Report: Business Model Canvas Session

Event Title:

Business Model Canvas (BMC) Expert Session

Date:

Wednesday, 09 April 2025

Venue:

Seminar Hall, Department of Business and Industrial management, Veer Narmad South Gujarat University (VNSGU), Surat

Organized by:

VNSGU Incubation Centre, Institution's Innovation Council (IIC), Student Startup and Innovation Policy (SSIP), Idea and Innovation Cell (I&IC)

Objective of the Session:

To provide students, startups, and aspiring entrepreneurs with comprehensive knowledge of the Business Model Canvas (BMC) framework and its nine key building blocks, especially focusing on customer segment and revenue stream.

Event Summary:

VNSGU Incubation Centre conducted a specialized expert session on the Business Model Canvas, where participants were introduced to its essential elements and how it serves as a powerful tool for building business strategies. A total of nine building blocks of BMC were explained in detail.

The session included a deep dive into:

- - Customer Segment: How to identify and target different customer groups.
- - Value Proposition: How to deliver value effectively to customers.
- - Channels: How to reach customers through appropriate channels.
- - Customer Relationship: Strategies to manage customer engagement and satisfaction.
- - Revenue Stream: How businesses earn revenue from each customer segment.

Participants:

The session witnessed active participation from a wide audience, including:

- - University students
- - Aspiring entrepreneurs

Key Outcomes:

- - Enhanced understanding of the Business Model Canvas framework.
- - Real-life examples and practical insights into customer-focused business planning.
- - Better clarity on the importance of value delivery and revenue generation strategies.

Conclusion:

The session was highly informative and well-received by participants. It successfully empowered attendees with the foundational knowledge of BMC, encouraging them to apply these concepts in their startup journeys or business projects.

Speaker Insights:

The expert speaker of the session elaborated on how the Business Model Canvas is a strategic tool that helps in clearly visualizing and aligning a company's activities by illustrating potential trade-offs. Real-life case studies were shared to demonstrate the application of BMC in startups, including examples from e-commerce and service-based industries. Participants were encouraged to bring their own startup ideas and map them using the BMC during the interactive portion of the session.

Importance of BMC in Entrepreneurship:

The Business Model Canvas plays a critical role in entrepreneurship and innovation. It helps in identifying customer needs, crafting suitable solutions, evaluating cost structures, and streamlining revenue strategies. This visual chart ensures all stakeholders share a common understanding and fosters a culture of innovation and agility.

Participant Engagement:

The session was highly interactive. Participants actively asked questions and discussed their startup ideas with the mentor. Some students presented early-stage ideas, and the mentor guided them on refining their value propositions and identifying their ideal customer segments.

Feedback & Testimonials:

Feedback from attendees was overwhelmingly positive. Many students shared that they gained practical clarity on how to build and analyze their business models. One student said, 'I always had a business idea in mind, but today's session gave me the confidence to actually start working on it.'

Some Glimpses of the events

