



## 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

