SSIP2.0 Sensitization Sessions

Event Name: EF-Day-03 Business Model Design: BMC, Value Proposition & Market Economics
Date: 21/05/2026
Venue/ Mode: Seminar Room, SPU-SSIP-Navadhārā / SPSEC, Sardar Patel University
No of Participants: 23

Speakers Name: **Mr. Anay Mashrruwala,** *(Co-Creation Partner, HOUSE OF STARTS),* Mo.: 9925489904, E-Mail: anay@houseofstarts.com

Mr. Javed Shaikh, *(Lead – Incubation and Startup Advisory, SYNCORO VENTURES)*, Mo.: 9974078600, E-Mail: javid.shaikh@niperahm.ac.in

Coordinator: **Mr. Nirav Patel** (Sr. Manager, SPSEC), Mo.: 90992 08790, E-Mail: srmanager.spsec@spuvvn.edu

📚 Event Overview

The third day of Entrepreneurship Fundamentals – 2026 (EF-Day-03) was successfully organized on 21st May 2026 by the Sardar Patel Startup & Entrepreneurship Council (SPSEC) at Sardar Patel University, Vallabh Vidyanagar. The full-day program (10:30 AM – 4:30 PM) featured two expert-led sessions that provided participants with practical insights into designing sustainable business models and evaluating market opportunities.

Morning Session:
The morning session was conducted by Mr. Anay Mashrruwala, Co-Creation Partner, HOUSE OF STARTS, on “Business Model Canvas (BMC) & Value Proposition.” He introduced participants to the nine building blocks of the Business Model Canvas and explained how startups can systematically define their customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, partnerships, and cost structures. The session emphasized the importance of creating a compelling value proposition that addresses customer pain points and differentiates a startup in the market. Through examples and discussions, participants learned how to transform innovative ideas into structured and scalable business models.

Afternoon Session:
The afternoon session was led by Mr. Javed Shaikh, Lead – Incubation and Startup Advisory, SYNCORO VENTURES, on “Market Sizing, Competition Mapping & Unit Economics.” He explained methodologies for estimating market potential, including Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM), and highlighted the role of data-driven decision-making in evaluating business opportunities. The session also covered techniques for analyzing competitors, identifying market gaps, and understanding competitive positioning. In addition, participants were introduced to the fundamentals of unit economics, including customer acquisition cost, revenue generation, contribution margins, and profitability metrics, enabling them to assess the financial viability and long-term sustainability of startup ventures.

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Outcomes:

The third-day program equipped participants with essential knowledge and practical frameworks for designing and evaluating startup business models. By learning the Business Model Canvas and value proposition design, attendees gained the ability to structure innovative ideas into coherent business strategies. The sessions on market sizing, competition mapping, and unit economics enhanced their understanding of market potential, competitive landscapes, and financial sustainability. Overall, the program strengthened participants' strategic thinking and analytical skills, enabling them to make informed decisions while developing customer-focused, scalable, and economically viable entrepreneurial ventures.

Event Photos