



SMT. K. L. TIWARI COLLEGE OF ARCHITECTURE

Approved by Council of Architecture, New Delhi & DTE, Maharashtra State &
Affiliated to University of Mumbai | DTE Code No.: AR 3484



Report - Session/ Workshop on Business Model Canvas (BMC)

Venue : Lecture Room 2, 7th floor, Smt. K. L. Tiwari College of Architecture, Thane

Speaker and instructor: Assoc. Prof. Vedavati Datar

Date: 06.06.2023

Time: 12:00 pm to 03:00 pm

Learning Objective of the Session:

Understand the purpose and benefits of using the Business Model Canvas (BMC) framework for startup planning and analysis.

Learn the key components of the BMC and their interdependencies, including customer segments, value propositions, channels, customer relationships, revenue streams, key activities, key resources, key partnerships, and cost structure.

Identify and define target customer segments based on their needs, preferences, and characteristics.

Develop compelling value propositions that address customer pain points and create value for the target market.

Analyse and select appropriate distribution channels to reach and engage with customers effectively.



Understand the importance of customer relationships in building customer satisfaction and loyalty.

Explore different revenue streams and monetization strategies based on the value provided to customers.

Identify and prioritise key activities necessary for delivering the value proposition and operating the business.

Determine the key resources required to support key activities and optimise resource allocation.

Evaluate potential strategic partnerships that can enhance the business model and create synergies.

Understand the cost structure associated with the business model and allocate resources efficiently.

Apply the BMC framework to real-world case studies and gain insights into different business models and their strengths and weaknesses.

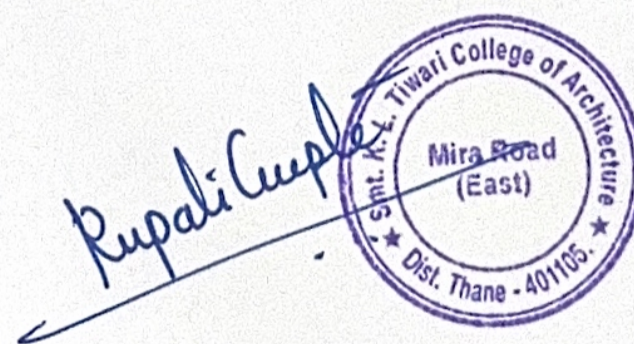
Collaborate with others in group activities and discussions to develop and refine BMCs.

Communicate the BMC effectively to stakeholders, such as investors, partners, and team members.

Gain skills in presenting and visualising the BMC using appropriate tools and techniques.

Develop the ability to iterate and adapt the BMC as the business evolves and scales.

By achieving these learning objectives, participants will be equipped with the necessary knowledge and skills to effectively analyse, design, and communicate business models using the Business Model Canvas framework. They will be able to make informed decisions, identify opportunities for improvement, and present their business models to various stakeholders confidently.



Photos:



Pupali Cupla


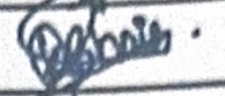




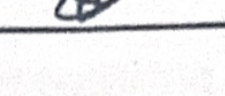
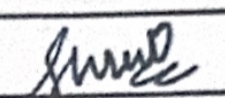
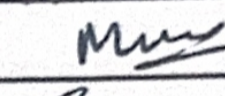
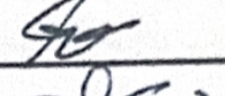

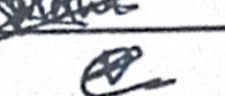
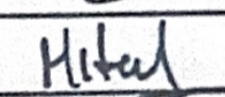
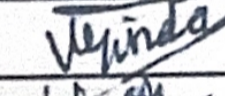
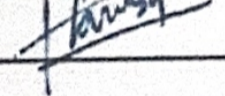
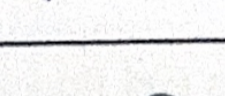
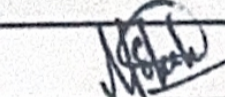
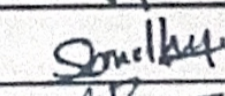


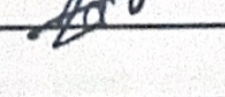
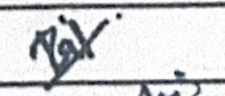

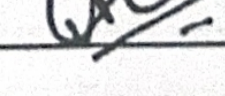


Attendance:

Achary Anushka	AN
Ansari Arisha	AB
Bhoir Kirti	Bhoir
Chaudhari Aishwarya	Chaudhari
Chavan Omkar	Chavan
Choudhary Shoaib	AB
Dsilva Vian	Dsilva
Ghosh Monalisha	Ghosh
Gour Rashi	Gour
Gupta Shivani	Gupta
Khan Mohd. Ibad	Khan
Khan Naumaan	Khan
Khan Saad	Khan
Khan Umer	Umer Khan
Khanhane Shailesh	AB
Parmar Karan	Karan
Qureshi Hasnain	Hasnain Qureshi
Rai Kartikeya	AB
Sawant Ayush	AB
Sayed Aalmin	Aalmin
Shaikh Mohd. Nabeel	Shaikh
Shaikh Muskan	Muskan
Sheikh Suzanne	Suzanne
Siddiqui Raina	RA
Siddoqiui Maliha	Siddiqui
Singh Aakash	AS
Singh Neha	Neha
Singh Rohan	Rohan
Suthar Rahul	Suthar
Verma Gaurav	Verma

Rupali Gupta



NAME OF THE STUDENT	SIGN OF THE STUDENT
Babu M Aksa	
Bhoir Krutika	
Dhayatkar Omkar	
Dongare Aniket	
Dubey Krishna	
Electricwala Hatim	
Jangid Ritik	
Jayakar Dhriti	
Keluskar Shruti	
Khan Mariam	
Kini Sumedh	
Makwana Shrushti	
Metha Aachal	
Mewada Kathan	
Mistry Mitanshu	
Nair Vrinda	
Natekar Harsh	
Sanap Rishikesh	
Satpute Sairaj	
Shah Jaane Mustafa	
Shah Sandhyakumari	
Shaikh Alyna	
Shaikh Mohd. Fazal	
Shaikh Mohd. Zaid	
Siddiqui Fatima	
Sikotra Raj	
Talekar Khushi	
Thakkar Aastha	
Meshram Diksha	

Learning Outcome of Workshop:

Understand the Concept of Business Model Canvas (BMC):

Participants gained a clear understanding of the BMC framework and its purpose in visualising and analysing business models.

They learnt the key components of the BMC, including customer segments, value propositions, channels, customer relationships, revenue streams, key activities, key resources, key partnerships, and cost structure.

Identify and Define Customer Segments and Value Propositions:

Participants learnt how to identify and define their target customer segments based on their needs, preferences, and characteristics.

They understood how to develop compelling value propositions that address customer pain points and create value for the target market.

Analyze Channels, Customer Relationships, and Revenue Streams:

Participants learnt how to select and design effective distribution channels to reach their target customers.

They understood the importance of establishing and nurturing customer relationships to enhance customer satisfaction and loyalty.

Participants gained insights into different revenue streams and monetization strategies, considering pricing models, sales volumes, and customer acquisition strategies.

Determine Key Activities, Key Resources, and Key Partnerships:

Participants learnt how to identify and prioritise the key activities necessary for delivering their value proposition and operating their business.

They understood the critical resources required to support key activities and how to optimise resource allocation.

Participants gained insights into the potential strategic partnerships that can enhance their business model, such as suppliers, distributors, or technology providers.

Analyse the Cost Structure:

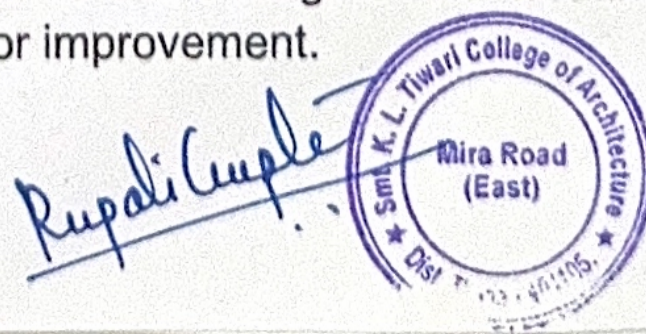
Participants gained an understanding of the cost structure associated with their business model.

They learnt how to identify and estimate the key cost drivers and allocate resources efficiently.

Apply BMC to Real-World Case Studies:

Participants got the opportunity to analyse and discuss real-world case studies from various industries and apply the BMC framework to understand their business models.

They developed the ability to critically evaluate the strengths and weaknesses of different business models and identify opportunities for improvement.



Collaborative and Iterative BMC Development:

Participants engaged in group activities and discussions to collaborate on developing and refining BMCs.

They learnt how to iterate and adapt their BMCs based on feedback, market insights, and changing business dynamics.

Effective Communication and Presentation of BMC:

Participants learnt how to effectively communicate their BMC to stakeholders, such as investors, partners, and team members.

They developed skills in presenting and visualising their BMC using appropriate tools and techniques.

By the end of the session/workshop, participants acquired a comprehensive understanding of the Business Model Canvas and its application to their own startup or business. They were able to analyse and design business models, identify key components, make informed decisions, and effectively communicate their BMC to various stakeholders. They also gained the skills to iterate and adapt their BMC as their business evolves and scales.



Prepared By:
Asst. Prof. Latika Ambekar
Convenor, IIC



Checked by:
Prof. Rupali H. Gupte
President, IIC



Stamp and Seal of College:

