



# **RAJARAJESWARI COLLEGE OF ENGINEERING**

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**National Level Workshop on**

**“Business model canvas”**

**RajaRajeswari Institution Innovation Council (RRIIC)**

**( MoE IIC Approval No : IC201912297 )**

**Date: 16<sup>th</sup> June 2023 Monday Time : 2.00 A.M – 3.30 P.M.**

**Resource Person:**

**Dr.K. Aravinthan, M.E., Ph.D**

**Associate Professor & MoE Certified**

**Innovation Ambassador, RRIIC**

**Dept. of Civil Engineering.**

Virtual Meeting Link: [meet.google.com/akv-aoav-vdx](https://meet.google.com/akv-aoav-vdx)

Number of Members attended :

Students: 90

Faculty members: 12

**Organizing Committee :**

**Dr.R.Balakrishna, M.Tech., Ph.D, Principal**

**Dr. Amutharaj Joyson, M.E., Ph.D, FIE,**

**President – RRIIC**

**Dr.S.Usha, Dean – Research & Vice President - RRIIC**

**Dr.C.Ramesh, Convener - RRIIC**

**A Business Model Canvas (BMC)** is a strategic management tool used to visualize and describe the key components of a business model in a concise and structured way. It's a valuable tool for student startups as it helps them clarify their business concept, identify potential challenges, and develop a plan for success. The following blocks in BMC are outlined by Pongu Ventures experts

### **1. Customer Segments:**

Identify the specific groups of students or other individuals you intend to serve with your startup. These could be fellow students, faculty, or a broader audience.

### **2. Value Proposition:**

Define the unique value your startup offers to its target customers. What problem or need does your startup address, and how does it solve it? This is where you highlight the benefits of your product or service.

### **3. Channels:**

Describe the channels through which you plan to reach your customers. For student startups, this might include campus events, social media, a website, or partnerships with student organizations.

### **4. Customer Relationships:**

Specify how you will establish and maintain relationships with your customers. Will you provide customer support, offer loyalty programs, or engage in feedback sessions?

### **5. Revenue Streams:**

Outline your revenue model. How will your startup generate income? This could include sales, subscriptions, advertising, or sponsorship deals.

### **6. Key Resources:**

Identify the key resources your startup needs to operate. This may include technology, intellectual property, physical space, or partnerships.

### **7. Key Activities:**

List the critical activities required to deliver your value proposition and run your startup effectively. For a student startup, this might include product development, marketing, and networking.

### **8. Key Partnerships:**

Identify any external partners, such as mentors, advisors, suppliers, or collaborators, that are essential to your startup's success.

## Event Screenshots

This screenshot shows a Google Meet interface during a presentation. The main slide, titled "7. Key Activities", asks "What major activities (deliverables) must be produced - when and by who?" and lists "dependencies" and "responsibilities". The meeting grid on the right includes participants: Bhargavi Venkataramu, Amutharaj Joyson (two instances), Keerthi C. I, Kiran Kumar, Anil Reddy, PRAJWAL A S, and "3 others". The "You" tile is highlighted. The bottom status bar shows the time as 12:24 PM on 6/16/2023.

This screenshot shows the next slide in the presentation, titled "8. Key Partners". It lists "Partners" (Suppliers, Developers, Distributors, Investors, Collaborators, Affiliates), "Competitors", and "Alternatives". A question at the bottom asks "Which partner help or business model?". The meeting grid on the right includes: Bhargavi Venkataramu, Amutharaj Joyson (two instances), Keerthi C. I, PRAJWAL A S, and Bindu R. A video tile for a participant is visible at the bottom right. The browser's address bar shows the meeting URL: meet.google.com/ooz-ajaj-1go?authuser=0.