

## Session on Business Model Canvas

### Objective:

- To build awareness of fundamental business concepts and components.
- To equip participants with the Business Model Canvas for planning and organizing business ideas.
- To inspire participants to think critically and apply the canvas to develop and refine their ventures.

### Benefit:

- Participants gained clarity on fundamental business concepts and their key components.
- Attendees learned how to use the Business Model Canvas as a strategic tool to plan and organize their business ideas effectively.
- Participants were inspired to critically analyse their ideas and confidently apply the canvas to develop and refine their entrepreneurial ventures.

**Description:** On September 24, 2024, PTVAIM's Centre of Entrepreneurship & Innovation (COEI) organized an engaging session on the Business Model Canvas for pre-incubatees, held from 4:30 PM to 6:30 PM. The workshop saw active participation from 20 attendees. Mr. Manoj Sathe, Country Head at Ixight Technologies Pvt. Ltd., served as the esteemed guest speaker.

### Report on Session on Business Model Canvas

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Mr. Sathe started the session by explaining basic business concepts, such as what a business is and its main parts. He then introduced the Business Model Canvas, a tool that helps entrepreneurs plan their businesses. He explained each part of the canvas in a simple and clear way and showed participants how to fill in the canvas with the right information. This helped them understand how to use the tool to create effective business plans.

The session concluded with a Q&A segment, addressing participants' queries, followed by a vote of thanks delivered by Mrs. Sukruta Pethe. Attendees expressed their gratitude for the speaker's insightful presentation, noting the session's motivational impact. Feedback highlighted the workshop's relevance and its effectiveness in fostering entrepreneurial thinking. The event was a valuable initiative, reinforcing the role of innovation in education and entrepreneurial development.

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