

Session on Business Model Canvas by Mr. Manoj Sathe

Objective:

- To introduce Business Model Canvas to participants.
- To sensitize participants about importance and use of Business Model canvas for business.

Benefits:

- Participants understood the concept, importance and use of Business Model Canvas.
- Participants learned to prepare business models canvas of their business idea.

Description:

PTVAIM's Centre of Entrepreneurship & Innovation (COEI) organised a 'Session on Business Model Canvas' facilitated by Mr. Manoj Sathe' on 19th July 2023 from 1:30 PM to 3:30 PM at PTVA's Institute of Management Room no. 204 for pre-incubatees. There were 10 participants attending the session.

Report on Session on Business Model Canvas by Mr. Manoj Sathe.

PTVAIM's Centre of Entrepreneurship & Innovation (COEI) organised a 'Session on Business Model Canvas' facilitated by Mr. Manoj Sathe' on 19th July 2023 from 1:30 PM to 3:30 PM at PTVA's Institute of Management Room no. 204 for pre-incubatees. There were 10 participants attending the session. Mr. Manoj Sathe is Country Head Ixight Technologies having 25 years of experience in capital markets also he is Mentor at the Center of Entrepreneurship and Innovation at PTVA's Institute of Management.

Mr. Manoj Sathe introduces a powerful tool that has revolutionized the way entrepreneurs or any businessman approach business planning and innovation: the Business Model Canvas. Developed by Alexander Osterwalder, the Canvas is a visual framework that condenses a business plan into nine essential building blocks. Furthermore he explained each block encapsulates a critical aspect, from customer segments and value propositions to key resources, channels, and revenue streams. By focusing on these components, entrepreneurs can swiftly sketch, pivot, and refine their business ideas, fostering agility and creativity. He also mentioned that The Canvas transcends industries, aiding startups and established companies alike in crafting coherent strategies. It encourages collaborative thinking, as teams collaboratively dissect each element and its interplay. By embracing the Business Model Canvas, we adopt a holistic perspective, enhancing our ability to identify opportunities, understand market dynamics, and cultivate sustainable growth. In conclusion, the Business Model Canvas isn't just a tool; it's a mindset shift that promotes innovation, adaptability, and comprehensive business planning.



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The overall session was so informative and also participants understood the concept and importance of Business model canvas. The session was ended at 3:30 PM.



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