

## Session on Cost Revenue Model facilitated by CMA Sarvottam Rege.

### Objective:

- To sensitise participants about cost revenue model and its importance in their entrepreneurial journey.
- To empower participants with the knowledge and skills necessary for making informed financial decisions.
- To train them to create realistic financial projections to secure funding, manage cash flow, and plan.

### Benefits:

- Participants understood the basic concept and importance of Cost revenue model.
- Participants gain the knowledge and skills necessary for making informed financial decisions.
- Participants understood how to identify potential financial risks and develop strategies to mitigate them.

**Description:** PTAIM's COEI Organised a session on Cost Revenue Model facilitated by CMA Sarvottam Rege on 25<sup>th</sup> July 2023 from 1:30 PM to 4:00 PM at PTVA's Institute of Management. 10 pre-incubatees attended the session.

### Report on Session on Cost Revenue Model facilitated by CMA Sarvottam Rege.

On the 25th of July 2023, PTAIM's Center of Entrepreneurship and Innovation (COEI) organized an enlightening session on the Cost Revenue Model. This session was skilfully facilitated by CMA Sarvottam Rege, who serves as the Vice President of PTAIM's Institute Incubation Center (IIC). The event took place at PTAIM's Institute of Management from 1:30 PM to 4:00 PM and drew the participation of ten enthusiastic pre-incubatees.

The session commenced with Mr. Rege's insightful introduction to the financial aspects of running a business. He meticulously guided the attendees through the intricacies of determining product costs, delving deep into the myriad external factors that can influence these costs. Simultaneously, he introduced the concept of revenue and underscored its pivotal role in the business ecosystem. To enhance comprehension, Mr. Rege artfully intertwined real-life examples with engaging audio-visual aids. Drawing from his wealth of experience, he shared invaluable insights, enriching the participants with practical wisdom. In addition, Mr. Rege



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covered the basics of production, offering guidance tailored for both startups and mature businesses. Towards the conclusion of the session, an intensive question-and-answer session was conducted, allowing the students to seek clarification on any doubts or queries they might have had. This interactive segment ensured that participants left the session with a thorough understanding of the Cost Revenue Model and its practical implications.

In sum, PTAIM's COEI successfully organized a session that not only educated budding entrepreneurs about the financial intricacies of their ventures but also empowered them with real-world knowledge and insights, thanks to the expertise and guidance of CMA Sarvottam Rege.

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