

05th February 2022 – Abhijeet Thosar to PTVAIM

Objective: To impart knowledge to the audience about design thinking concepts, its benefits and uses in developing business ideas with relevance to the customer.

Benefit: The audience got a fair idea of constructing a customer centric business model by constructing assessments, empathy maps and customer journey maps.

Description: Abhijeet Thosar, Product Design leader Vmware, conducted the second session of the two-session workshop on **Entrepreneurship & Design Thinking** for PTVAIM students on 5th February, 2022. Participants got an understanding of customer centric business and relevant models.

Report on Webinar on ‘Entrepreneurship & Design Thinking’.

Abhijeet Thosar, Product Design leader Vmware, conducted the second session of the two-session workshop on **Entrepreneurship & Design Thinking** for PTVAIM students on 5th February, 2022. constructing a customer centric business model by constructing assessments, empathy maps and customer journey maps. The session was aimed at imparting knowledge to the participants about design thinking concepts, its benefits and uses in developing business ideas with relevance to the customer.

At the outset, sir discussed the importance of design thinking and innovative approach among participants. He highlighted through case studies and examples of various organisations, their vision, business models and their approaches. He discussed them as follows:

What is Value Proposition, what are customer profiles, how to do various assessments, making better business models with creating empathy maps, having a prominent problem statement canvas and customer journey maps and business model canvas.

The participants got a clear route ahead and an understanding of design thinking values and its uses in their own startups.



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