



**SAL INSTITUTE OF TECHNOLOGY & ENGINEERING RESEARCH**

**Department of Electrical Engineering**

**Workshop**

**On**

**“Business Plan/Prototype Competition to Invite Business Models  
from Students”**

**03<sup>rd</sup> March, 2021.**

Director & Principal: - Dr. Rupesh Vasani

Head of Department:- Prof. Megha Panicker

Workshop Conducted by:- Prof. Megha Panicker & Prof. Parita Desai



**Date:** 03/03/2021

**Venue:** SAL Institute of technology & Engineering Research

**Mode of Workshop:** Online – Google meet

**Title of Workshop:** Business Plan/Prototype Competition to Invite Business Models from Students

**No. of students Participated:** 101

**No. of faculties Participated:** 4

**No. of external Participated (if any):** Nil

**Objective:**

**Conduct a Business Plan Competition to Invite Innovative Business Models from Students and reward them.**

Various Technology projects are taken by students that offer solutions or processes that solve a technical problem. However the market implementation of such solutions also requires that the problem solution is designed to overcome not just the technical barriers but also market and business related barriers of costs, customer reach and collaborations and those that pertain to the practical nature of limited initial capacities within the team. This activity enabled students to have a clear understanding on the steps required to ensure that whatever solution they develop as their project should have a user who can afford it with desired needs. This exercise also helped students to understand the true value of the proposed solution.

**Benefits in Terms of Learning, Skills & Knowledge:**

Different Business Plan of students was studied using a Business model canvas to validate the market significance of products and services. Students were asked to visualise market problems and customer expectations. These exercises increased the market exposure of students and helped them to understand market potential and penetration of technology goods and services. Thus the activity helped students to make a product which will be more effective in the market. Thus the customer satisfaction and market value of the product can be enhanced.

**About the Event:**

The Department of Electrical Engineering of SAL Institute of Technology & Engineering Research has organized a workshop on “Business Plan/Prototype Competition to Invite Business Models from Students” for the Final Year Students. This workshop was organized so that students can understand the market situation and prepare their Business Plan. The best three Business Plans were felicitated with certificates.

**Highlights of the Workshop:**

The workshop started with the basic introduction of the topic and the Introduction of Institution’s Innovation Council. The Business Plan of Tesla’s Electric Vehicle was explained by the speaker. The

customer segments, the key partners, the cost calculations, the revenue streams, the value propositions and the channels that the corporate has opted for its Electric Vehicle were discussed and explained to students.

15 different groups of students participated with their business plan. The students explained their product, the key partners they would require for their product, the expenses of the product, the channels they would choose for selling the product, the customer segments whom they have considered for the product and the various revenue streams from which they could make profit from the product. The best three groups were felicitated with certificates.

**RESULT: BEST THREE BUSINESS PLAN**

Sr.No	Project Title	Name of Team Members	Rank
1	Smartphone Controlled Robotic arm	Shaikh Mohammad Vakkas	1st
		Patel Jay Kanubhai	
		Patel Ritesh Bharatbhai	
		Patel Shubham Pravinbhai	
2	Password based Circuit breaker	Shastri Jainik Mehulkumar	2nd
		Dave Shivam	
		Mansuri Sahil	
		Purohit Govind	
3	Erection & Modification of ongoing PVC plant	Patel Nehi Nirav bhai	3rd
		Patel Ayushi Mukeshbhai	
		Raidas Akash Kamleshbhai	
4	PCB Maker	Rana Gaurang Sureshbhai	3rd
		Pagi Samir Jashvantbhai	
		Vaishnav Harsh Vinodbhai	
		Thakor Samir Kunvarji	
		Chauhan Jigar	

meet.google.com/ckh-tmkr-kzc

REC Parita Desai is presenting

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## Flow of Presentation

- Objective
- Example of Business Model Canvas
- Business model canvas as a part of student projects
- Result: Best three Business models

Meeting details ^

Microphone, End Call, Screen Share, Raise hand, Turn on captions, Parita Desai is presenting

meet.google.com/ckh-tmkr-kzc

REC Parita Desai is presenting

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### BUSINESS MODEL CANVAS (Tesla)

<b>Key Partners</b> <ul style="list-style-type: none"> <li>OEM Alliances</li> <li>Manufacturing and Purchasing (Toyota)</li> <li>Car Leasing Company</li> <li>Major Suppliers</li> <li>Dana Holding</li> <li>Panasonic</li> <li>Government</li> </ul>	<b>Key Activities</b> <ul style="list-style-type: none"> <li>R&amp;D</li> <li>Design</li> <li>Innovational Leap</li> <li>Software Development</li> <li>Sales &amp; Marketing</li> <li>Building &amp; Maintenance of Charging Stations Network</li> </ul>	<b>Value Propositions</b> <ul style="list-style-type: none"> <li>Best in class – Fully electric vehicles (EVs)</li> <li>Advanced Electric Vehicle Technology</li> <li>Solar Energy Systems</li> </ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"> <li>Customer Service Experience</li> <li>Brand Reputation</li> <li>Free/low-cost charging station network</li> </ul>	<b>Customer Segments</b> <ul style="list-style-type: none"> <li>High-end Luxury (Sedan or SUV)</li> <li>Mid – price range</li> <li>Commercial Vehicles – targeted towards transportation and shipping businesses</li> <li>Green Community</li> <li>Fast sports car enthusiast</li> <li>Autopilot</li> <li>Tesla Followers</li> <li>Elon Musk Followers</li> </ul>
<b>Key Resources</b> <ul style="list-style-type: none"> <li>Electric Vehicle and Technological Knowledge</li> <li>Inverter</li> <li>Battery System</li> <li>Effective Cooling</li> <li>Automation &amp; Engineering</li> </ul>	<b>Channels</b> <ul style="list-style-type: none"> <li>Retail stores &amp; galleries</li> <li>Partner Channel</li> <li>Self Service online store (website)</li> <li>Conferences &amp; sales events</li> </ul>	<b>Cost Structure</b> <ul style="list-style-type: none"> <li>Cost of material, labor &amp; manufacturing overhead (COGS)</li> <li>Selling, general &amp; administrative Cost</li> <li>Research &amp; development Cost</li> <li>Restructuring Cost</li> <li>Interest expense, taxes and others</li> </ul>	<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>Automotive Segment revenue</li> <li>Energy generation &amp; storage segment</li> </ul>	

Meeting details ^

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REC Parita Desai is presenting Shaikh Ismail and 90 more 101 11:28 AM You

### Erection And Modification Of Ongoing PVC Plant.

The business model canvas: Designed by: Nehi , Ayushi | Version: 1.0 | Designed by: IDP | Date:4/03/2021

<p><b>Key partner</b></p> <ul style="list-style-type: none"> <li>•Strategic partners for best motors thermocouples and other electric parts.</li> <li>• master contractual agreements with tool supplies</li> </ul>	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>•Continuous research</li> <li>•Product update</li> <li>•Quality check</li> <li>•Communication marketing</li> </ul>	<p><b>Value propositions</b></p> <ul style="list-style-type: none"> <li>•Integrated solution for power factor improvement</li> <li>•Better automation + power factor improvement</li> <li>•Cost reduction</li> <li>•Loss reduction</li> <li>•Brand status –using trusted Siemens motors and particular pipe line production industry</li> <li>•Customization- we can update customized our panel according to needs of industry</li> </ul>	<p><b>Customer Relationship</b></p> <ul style="list-style-type: none"> <li>•Personal assistance</li> <li>• communities</li> <li>•co creation</li> </ul>	<p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>•Commercial customers</li> <li>•Industrial customers</li> </ul>
<p><b>Cost structure:</b></p> <ul style="list-style-type: none"> <li>•Installation and maintenance of panel</li> <li>•Cost of materials</li> <li>•Convenience expense</li> </ul>	<p><b>Revenue streams</b></p> <ul style="list-style-type: none"> <li>•predicted revenues from long term customers</li> <li>•Licensing content to third parties</li> <li>•Advertising fees</li> <li>•Rent revenue</li> </ul>			

Meeting details ^

Parita Desai is presenting

REC Parita Desai is presenting Ashwin Yadav and 90 more 101 11:23 AM You

### Development of Arduino Nano Drone

The Business Model Canvas

<p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>Marketing and Distributing Partners</li> <li>Equipment Provider like Suppliers</li> <li>Material Provider</li> <li>Collaborative Partners</li> </ul>	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>Marketing</li> <li>Selling</li> <li>Program Development</li> <li>RD&amp;D</li> </ul>	<p><b>Value Propositions</b></p> <ul style="list-style-type: none"> <li>•Innovative Drone</li> <li>•High Quality Drone with High-range</li> <li>•Low Long Time Flight Cost</li> <li>•Low Price</li> <li>•Drone (Integration of Drone, Camera, and other for Smart Business Enterprises).</li> </ul>	<p><b>Customer Relationships</b></p> <ul style="list-style-type: none"> <li>Personal</li> <li>High Quality</li> <li>Personal Flight Assistance</li> </ul>	<p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>•Start-up Customer</li> <li>•Small Business Customer</li> <li>•Medium Business Customer</li> <li>•Large Business Customer</li> <li>•Government Customer</li> <li>•Business To Business</li> </ul>
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>•Equipment and Marketing</li> <li>•Programming</li> <li>•Marketing</li> <li>•RD&amp;D</li> <li>•RD&amp;D</li> </ul>	<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>•Pay Per Flight Time</li> <li>•Pay Per Hour for Flying Drone Time</li> <li>•Shared Drone Revenue</li> </ul>			

Meeting details ^

Parita Desai is presenting



Total 101 Students have participated in this workshop by online mode of Google meet.

The link given to the students for online Workshop was <https://meet.google.com/ckh-tmkr-kzc>.

In the last best three business plans were felicitated with certificates.

**Report Prepared By:**

Prof. Megha Panicker

Prof. Parita Desai