# SAL INSTITUTE OF TECHNOLOGY & ENGINEERING RESEARCH

## Department of Computer Engineering

## Workshop

## On

## "Business Model Canvas"

## 5th Feb, 2020

Director & Principal: Dr. Rupesh Vasani

Head of Department- Asst Prof. Neha Minocha

Workshop Conducted by –[1] Asst.Prof.Biren Patel

[2] Asst.Prof Harsha Padheriya

**Date:** 05/2/2021

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

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

**Title of Workshop: BMC canvas**

**No. of students Participated:** 101

**No. of faculties Participated:** 4

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

### Objective:

There are so many newly developed products penetrating our current market. The idea of invention and innovation has been widely used by the developer to produce many things that help to ease mankind's daily work. And of course, to produce a new product we need to know how the market is behaving and how the process will be. To ease the process in developing new products or business, Business Model Canvas (BMC) can be used. What is BMC?

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

Business Model Canvas(BMC) is a tool that helps us to better understand business model in a structured and straightforward way. Specifically, BMC is a strategic management and entrepreneurial tool that helps in describing, designing, inventing and capturing the market values.BMC is widely used to quickly draw a picture of our idea detail and this allows us to get a better understanding regarding our business. It also provides knowledge and skills such as tools' hands on experience, communication and also teamwork.

In BMC, there are nine focused items regarding the business which are customer segments, value proposition, channel, customer relationship, revenue stream, key resources, key activities and cost structure. The practicality of BMC really helps in conveying the idea to be developed and commercialized the product or business to the market.

### About the Event:

Department of Computer engineering of SAL Institute of technology & Engineering Research have organized a Workshop on "BMC Canvas" for the Final Year Students. This workshop was organized to make students aware about how to design "BMC canvas".

### Highlights of the Workshop:

The Webinar was scheduled on 5th of FEB 2021 for (B.E.) Computer Engineering Department students. The medium for this session was the Online due to the COVID-19 circumstances. Around 101 Students joined for this session on Google meet over the link meet.google.com/rnp-vyhn-eag. The Webinar was conducted by Ass. Prof. Harsha Padheriya & Ass. Prof. Biren Patel at 10:30a.m

The students who actively participated in this presentation session were more than 101 in number and got knowledge about BMC Canvas. The feedback from the students was overwhelming, when they came to knew about this information.

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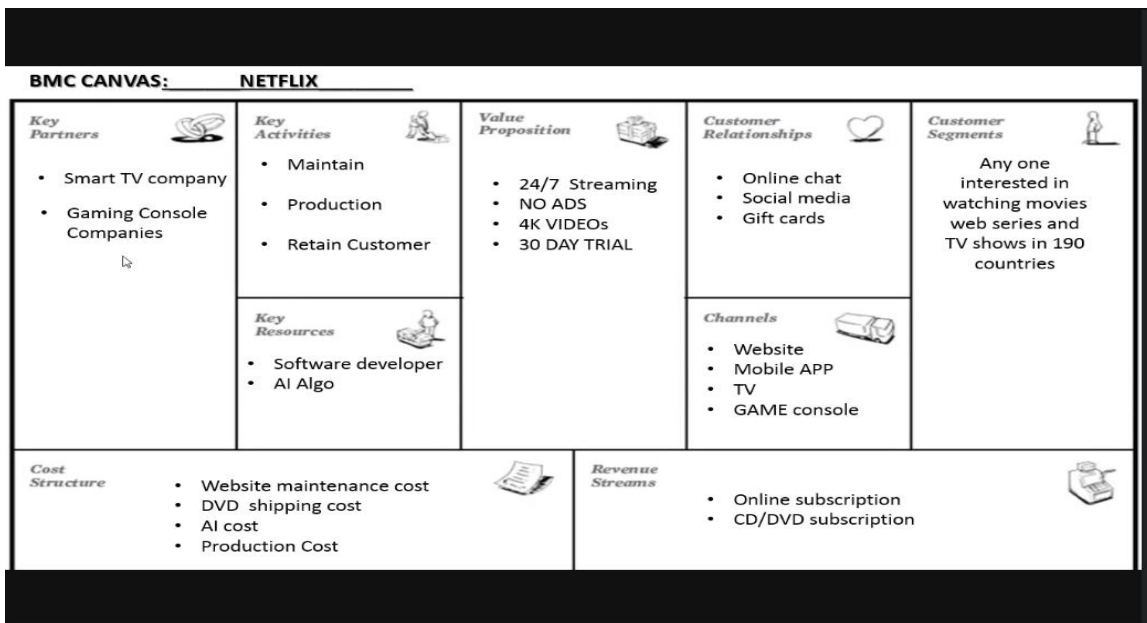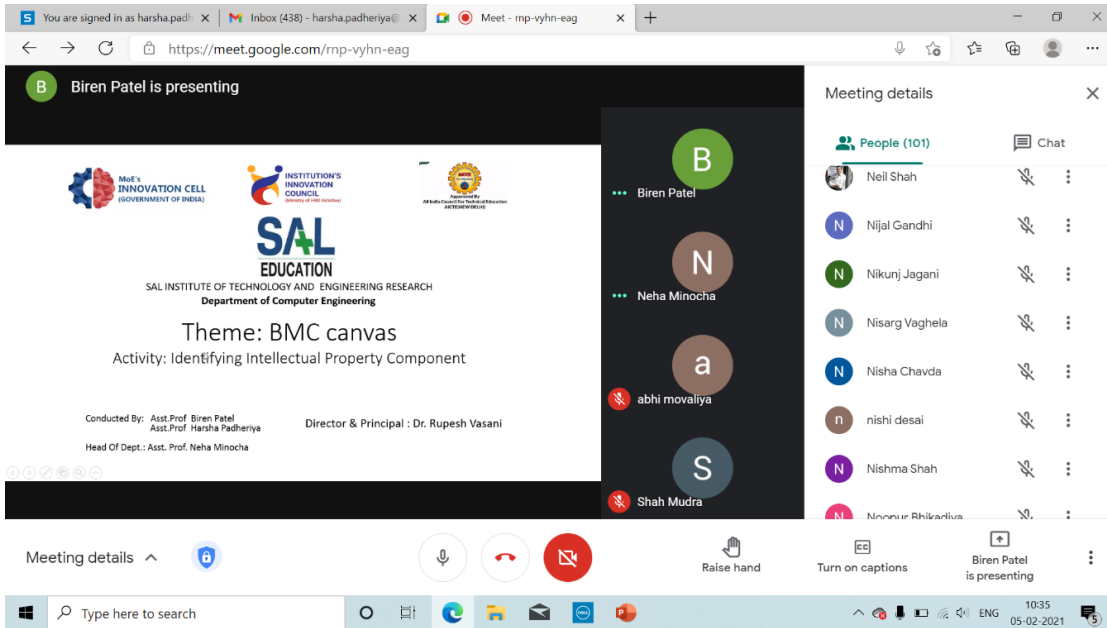
Total 101 Students and faculties have participated & Furthered from this workshop by online mode of Google meet. The link was given to student for online Workshop ishttps://meet.google.com/rmp-vyhn-eag.

In the last Speaker has given some Examples of design a BMC canvas of NETFLIX.
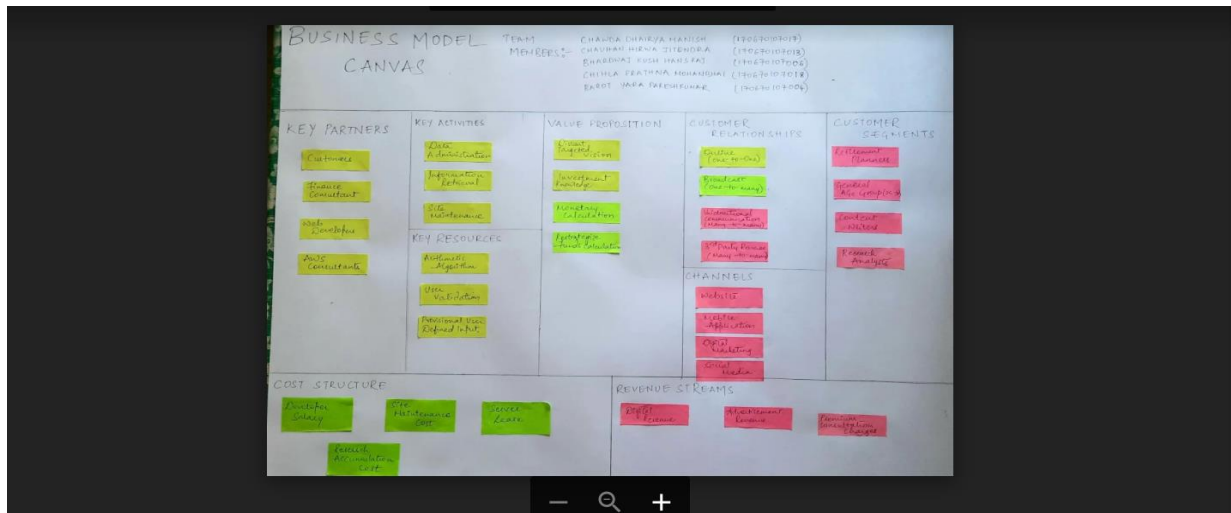
Report Prepared By:

Asst.Prof. Biren M Patel   &   Asst.Prof Harsha Padheriya

List of teams who were ranked:

**TEAM 1:** UBLC

1. Yara Barot 170670107004
2. Kush Bhardwaj 170670107006
3. Hirwa Chauhan 170670107013
4. Dhairya Chawda 170670107017
5. Prathna Chihla 170670107018



**Team 2:** Doctors Hub

1.Krunal Dhragadhriya 180673107004
2. Devdutt Joshi 180673107006
3. Nipul Purohit 180673107024
4. Priya Thakkar 180673107029



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**Team 3:** Vehicle Detection System.

1. Topiwala Mohammed Zaid 170670107116
2. Pathan Mohammed Sajid 170670107088
3. Shaikh Mohammed Saad 170670107110