

## IIC Calendar Activity

**Title:** Session on **Business Model Canvas**

**Organizing Secretary:** Dr. P. Sanjay, Dean Research, IIC-  
Convener



**IIC Student Coordinator:** Deepak V

**Date:** 19.05.2025

**Venue:** LECTURE HALL 5 ground Floor, College Block

### Objective:

The objective of the session on **“Business Model Canvas”** is to introduce participants to a structured and strategic tool used for developing, visualizing, and analyzing business models. The session aims to:

- **Educate** students and budding entrepreneurs on the nine key building blocks of the Business Model Canvas, including customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.
- **Enable** participants to design and refine their own business ideas using the canvas as a visual and practical framework.
- **Encourage** innovation and strategic thinking in building sustainable and scalable business models.
- **Provide** real-world examples and interactive exercises to help participants understand how to apply the Business Model Canvas in different entrepreneurial contexts.
- **Promote** a problem-solving mindset and enhance business planning skills essential for startup development and growth.

This session is intended to empower participants to turn innovative ideas into viable business opportunities through effective planning and model development.

### **Participant Details:**

The session had a total participation of 250 students of Phase-I of MBBS. Individuals pursuing undergraduate degrees who are interested in Research and turning their ideas into patents attended the event.

### **Overview:**

The Institution Innovation Council of Sri Manakula Vinayagar Medical College and Hospital conducted a session on “**Business Model Canvas**” to educate students and aspiring entrepreneurs on how to systematically develop and visualize a business model. The session focused on understanding the nine fundamental building blocks of the Business Model Canvas: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure.

The resource person provided practical insights into how the Business Model Canvas helps in structuring business ideas, identifying potential challenges, and aligning resources and activities with value creation. Participants were guided through interactive examples and case studies to understand the real-world application of the canvas in both startup and business growth scenarios.

The session emphasized the importance of clarity in business planning, agility in adapting to market needs, and strategic thinking in turning innovative ideas into sustainable ventures.

### **Outcomes:**

- **Strategic Planning Skills:** Participants learned how to structure and evaluate business ideas effectively using the Business Model Canvas.
- **Holistic View of Business:** Gained insight into all critical aspects of a business, helping to align value creation with operations and customer needs.
- **Problem-Solving Approach:** Encouraged analytical thinking to identify gaps, potential risks, and opportunities in a business model.
- **Foundation for Startups:** Equipped students with a practical framework to develop scalable and sustainable business models.
- **Entrepreneurial Mindset:** Inspired innovation, creativity, and practical thinking for launching and managing new ventures.

### **Way Forward:**

Moving forward, the Institute Innovation Council will continue to conduct various IIC Calendar Activities aimed to promote Innovation, Research and Entrepreneurship. IIC will organize follow-up session helping the students to convert their ideas into patent





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