



DADI INSTITUTE OF ENGINEERING & TECHNOLOGY
(An Autonomous Institute)

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Website: www.diet.edu.in, 9963993229, E-mail: principal@diet.edu.in



Anakapalle
10-03-2025

To,
The Principal
Dadi Institute of Engineering & Technology - Autonomous
Anakapalle.

Sub: Request to Organize One Day Session On " Business Model Canvas" -Reg

Respected Sir,

I am here with requesting you to give Permission to Organize One day Session for the Students of I MBA On " Business Model Canvas" as a Startup to create awareness and Knowledge on the concern topic in the mean time on 12-03-2025, please extend your Cooperation in this regard.

PRINCIPAL
Dadi Institute of
Engineering & Technology
Autonomous
Anakapalle - 531 002.

IIC Coordinator



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Anakapalle
11-3-2025

CIRCULAR

This is to inform to I MBA Students that Department of Management studies of Dadi institute of Engineering & Technology-Autonomous is going to Organize One Day Session on the topic " Business Model Canvas as a Startup" on 12-03-2025. So all the I MBA Students are informed to participate the Program me

HOD MBA

Head
Dept. of Management Studies
Dadi Institute of Engineering & Technology
Autonomous
Anakapalle - 531002



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DEPARTMENT OF MANAGEMENT STUDIES
ORGANIZING AN IIC ACTIVITY
ON
BUSINESS MODEL CANVAS
DATE : 12 .03. 2025

DR. R.VAIKUNTA RAO
PRINCIPAL

SRI DADI RATNAKAR
CHAIRMAN

Objective of the Event:

The session of this event is the main of any start up to assemble a team with members with various skill sets, and their diverse motives make it more difficult to keep the team together

EVENT NAME: IIC ACTIVITY

DATE: 12-03-2025

TIME: 12:00 PM to 01:00 PM

VENUE: SEMINAR HALL- 2

COORDINATOR: Mr. A.KIRAN KUMAR

NO OF PARTICIPANTS: 24



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Outcome of the event: Students can improve their Skills by learning various Ideas of Entrepreneurship and Innovation.

Description / Report of the Event:

Dadi Institute of Engineering & Technology (DIET) organized an IIC event named as "BUSINESS MODEL CANVAS" for MBA students of the Institute on 12-03-2025 by the Resource person Mr. A. Kiran Kumar, Assistant Professor of MBA. The workshop was organized at the Seminar Hall -2 fourth floor of the Institute from 12.00 PM to 01.00 PM.

The event started with the Inaugural addresses, in which the students presented their views and the importance, objective of conducting the Workshop and motivated all the students to Participate effectively & utilize the event as a platform opportunity for acquiring more business knowledge.

The BMC provides a comprehensive overview of the business, encompassing key aspects like customer segments, value propositions, channels, customer relationships, revenue streams, key activities, resources, partnerships, and cost structure.

The BMC is valuable for both startups and established businesses, helping entrepreneurs validate their ideas, explore different business models, and ensuring that established businesses remain relevant in a rapidly changing market.

Report on BUSINESS MODEL CANVAS

Date: 12 March 2025

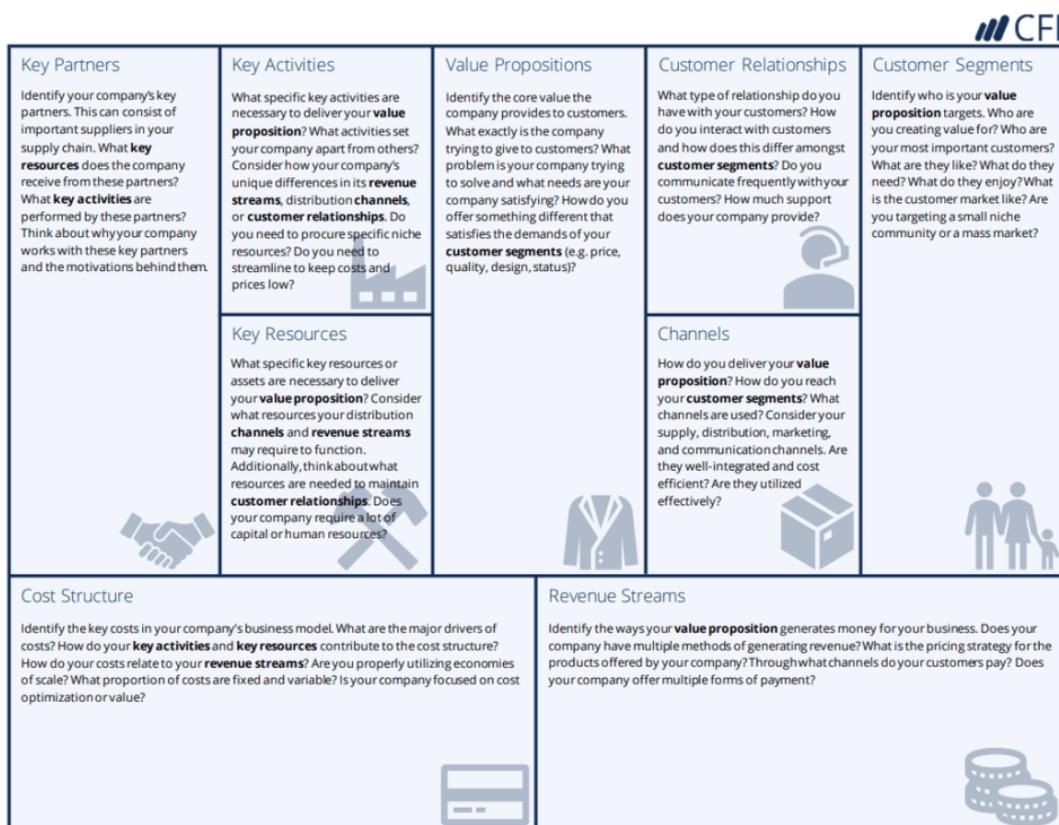
Introduction:

The business model canvas is a strategic planning tool used by managers to illustrate and develop their business model.

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Template clearly identifies the key elements that make up a business. Additionally, it simplifies a business plan into a condensed form. In this way, the business model canvas template acts like an **executive summary** for the business plan.



History of the Business Model Canvas

The business model canvas template was originally introduced by Alexander Osterwalder in his 2004 thesis, "The Business Model Ontology – A



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Proposition in a “Design Science Approach”. Since then, the business model canvas template has been taught at business schools and iterated upon to fit more niche businesses.

Structure of the Business Model Canvas Template

There are nine main building blocks in the business model canvas template:

1. Key Partners
2. Key Activities
3. Key Resources
4. Value Propositions
5. Customer Relationships
6. Channels
7. Customer Segments
8. Cost Structure
9. Revenue Streams

1. Key Partners

Key partners are the companies or people your business works with to create a strategic relationship. A few examples of key partners are suppliers or distribution partners in the supply chain.

2. Key Activities

Key activities are specific activities or tasks that are fundamental to the operation of your business. An example of a key activity would be the procurement of fresh produce in bulk for a restaurant.



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3. Key Resources

Key resources are the assets necessary to operate and deliver your value proposition. For example, a diamond mining company cannot operate without mining equipment. Alternatively, an automotive company cannot operate without the human capital and expertise that goes into designing cars.

4. Value Propositions

Value propositions are arguably the most important element of the business model canvas template. The value proposition determines the fundamental offering the company is trying to give its customers. It is the primary driver of business operations

5. Customer Relationships

Customer relationships are the different types of interactions a company has with its customers. For example, a designer suit company will provide significant help for the customer, tailoring to their needs and working directly with them to create the suit they want. Conversely, telecommunications companies often have poor reputations and customer relationships as many practice aggressive and predatory sales practices through their call centres. Compared to telecommunications companies, the designer suit company has significantly richer and more fulfilling customer relationships.

6. Channels

Channels are the different structures and methods that are used to deliver your company's product and value proposition to its customers. Channels encompass all of a company's supply, distribution, and marketing channels. It is important to consider all channels of a company and make sure they are functioning cohesively.



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7. Customer Segments

Customer Segments are the different types of customers that a company manages. A company that produces different products will need to interact with different types of customers.

8. Cost Structure

The cost structure refers to how a company spends money on operations. It consists of the company's key costs and the company's level of focus on costs. If a company is cost-driven, it focuses on minimizing costs and, thus, prices for customers. Alternatively, if a company is value-driven, it focuses on creating value for its customers, with less focus on cost.

9. Revenue Streams

Revenue streams are a company's source of cash flows. They are the final element of the business model canvas template. Revenue streams are the different ways your company's value proposition generates money. A company might have multiple revenue streams. For example, Apple has multiple revenue streams between its variety of products and its services, such as Apple Music.

SIGNIFICANCE:

The Business Model Canvas (BMC) is a strategic management tool that provides a visual framework for outlining and analysing a business model, helping entrepreneurs and businesses to understand, develop, and communicate their business ideas effectively.



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Key Benefits and Uses of the Business Model Canvas:

- **Clarity and Focus:**

The BMC condenses complex business models into a single, easily understandable visual document, highlighting the relationships between different components.

- **Strategic Thinking:**

It encourages a systematic approach to analysing and designing business models, helping identify strengths, weaknesses, and opportunities for innovation.

- **Communication and Collaboration:**

The BMC is a powerful tool for communicating business ideas to stakeholders, facilitating collaboration and alignment within teams.

- **Innovation and Adaptation:**

It can be used to develop new business models or adapt existing ones, allowing businesses to explore different strategies and respond to changing market conditions.

- **Customer Focus:**

The BMC emphasizes the importance of understanding customer needs and value propositions, ensuring that businesses are delivering value to their target audience.

- **Quick Analysis and Testing:**

The BMC allows for rapid prototyping and testing of business ideas, enabling businesses to iterate and improve their models quickly.

- **Risk Assessment:**

By visualizing the different components of a business model, the BMC helps identify potential risks and vulnerabilities, allowing businesses to take proactive measures.

- **Start-up Tool:**

Existing Business Tool:



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The BMC can also be used by existing businesses to re-evaluate their current model, identify areas for improvement, and develop new strategies for growth and innovation.

CONCLUSION:

The Business Model Canvas is a powerful, visual tool that helps businesses of all sizes clarify, strategize, and innovate by breaking down their operations into key components, fostering collaboration, and promoting a holistic understanding of their business model.

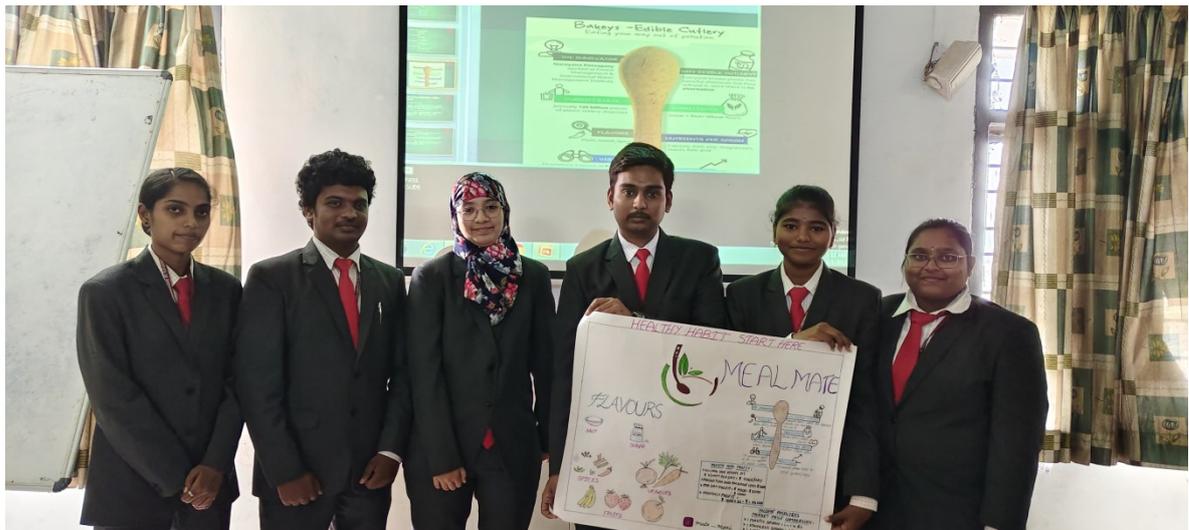
The Business Model Canvas (BMC) is easy to understand and use, making it a great tool for brainstorming, planning, and communicating a business strategy.

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MBA students sharing their BUSINESS MODEL: “MEAL MATE “



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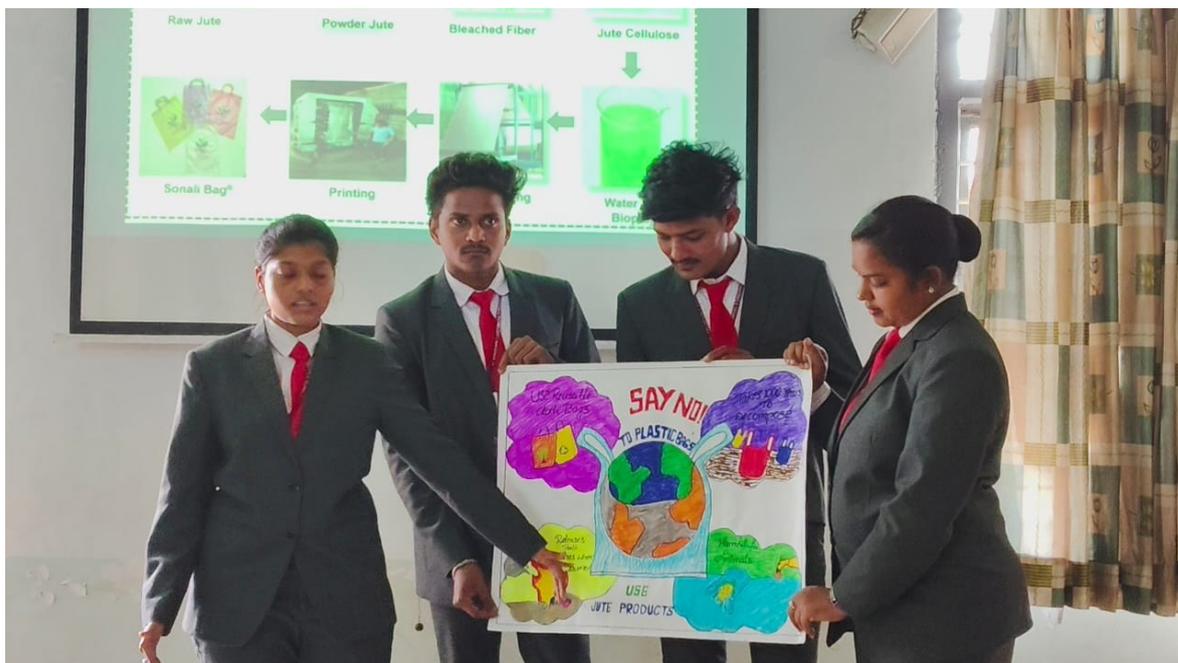


MBA students sharing their BUSINESS MODEL: “ECO SPHERE PACKAGING “



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MBA students sharing their BUSINESS MODEL: “ECO JUTE “



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S.NO	NAME OF THE STUDENT	REG.NO	SIGNATURE
01	B.SRAVANI	24U41E0001	B.sravani
02	B.HARSHA VARDHINI	24U41E0002	B.harsha vardhini
03	B.KOWSALYA	24U41E0003	B.Kowsalya
04	B.SOSHMA	24U41E0004	B.Soshma
05	B.HARI DURGA PRASAD	24U41E0005	TS.Durgaprasad
06	CH.SHYAM	24U41E0006	Ch.shyam
07	CH.MANASA	24U41E0007	Ch.manasa
08	CH.MUOLI SAI	24U41E0008	Ch.Sai
09	CH.NANI	24U41E0009	Ch.Nani
10	D.PRASANNA	24U41E0010	D.Prasanna
11	G.MAHESH	24U41E0011	G.Mahesh
12	G.KAVYA	24U41E0012	G.Kavya
13	K.SRAVANI	24U41E0013	K.Sravani
14	K.KAVYA SRI	24U41E0014	K.kavya sri
15	M.TARUN ABHIRAM	24U41E0015	M.Tarun Abhiram
16	M.BHAVYA SRI	24U41E0017	M.Bhavya Sri
17	MOHAMMAD ASMA	24U41E0018	Md.Asma
18	M.SATYANAND	24U41E0019	M.V.Satyanand
19	N.CHANDRAHASA	24U41E0020	N.Chandrasasa
20	P.MEGHANA	24U41E0021	P.Meghana
21	S.HYMA	24U41E0022	S.Hyima
22	S.JAYANTH	24U41E0023	S.Jayanth
23	A.TEJASWANI	24U41E0024	A.Tejaswani
24	D.SHALEM RAJU	24U41E0025	D.Shailemraju



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02	B.HARSHA VARDHINI	24U41E0002	B.harsha vardhini
03	B.KOWSALYA	24U41E0003	B.Kowsalya
04	B.SOSHMA	24U41E0004	B.Soshma
05	B.HARI DURGA PRASAD	24U41E0005	TS.Durgaprasad
06	CH.SHYAM	24U41E0006	Ch.shyam
07	CH.MANASA	24U41E0007	Ch.manasa
08	CH.MUOLI SAI	24U41E0008	Ch.Sai
09	CH.NANI	24U41E0009	Ch.Nani
10	D.PRASANNA	24U41E0010	D.Prasanna
11	G.MAHESH	24U41E0011	G.Mahesh
12	G.KAVYA	24U41E0012	G.Kavya
13	K.SRAVANI	24U41E0013	K.Sravani
14	K.KAVYA SRI	24U41E0014	K.kavya sri
15	M.TARUN ABHIRAM	24U41E0015	M.Tarun Abhiram
16	M.BHAVYA SRI	24U41E0017	M.Bhavya Sri
17	MOHAMMAD ASMA	24U41E0018	Md.Asma
18	M.SATYANAND	24U41E0019	M.V.Satyanand
19	N.CHANDRAHASA	24U41E0020	N.Chandrasasa
20	P.MEGHANA	24U41E0021	P.Meghana
21	S.HYMA	24U41E0022	S.Hyima
22	S.JAYANTH	24U41E0023	S.Jayanth
23	A.TEJASWANI	24U41E0024	A.Tejaswani
24	D.SHALEM RAJU	24U41E0025	D.Shailemraju



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1. How clear was the Business Model Canvas presentation?

- a) Very clear
- b) Somewhat clear
- c) Not very clear
- d) Not at all clear

2. How engaging was the presentation?

- a) Very engaging
- b) Somewhat engaging
- c) Not very engaging
- d) Not at all engaging

3. How would you rate the presenter's knowledge of the business model?

- a) Excellent
- b) Good
- c) Fair
- d) Poor



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4. Was the value proposition clearly articulated?

- a) Yes
- b) Mostly
- c) Somewhat
- d) No

5. How would you rate the presentation's use of visuals and slides?

- a) Excellent
- b) Good
- c) Fair
- d) Poor

6. Was the target customer segment clearly defined?

- a) Yes
- b) Mostly
- c) Somewhat
- d) No

7. How would you rate the presentation's discussion of revenue streams?

- a) Excellent
- b) Good
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8. Was the cost structure clearly explained?

- a) Yes
- b) Mostly
- c) Somewhat
- d) No

9. How would you rate the presentation's use of examples and case studies?

- a) Excellent
- b) Good
- c) Fair
- d) Poor

10. How likely are you to recommend this business model to others?

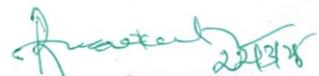
- a) Very likely
- b) Somewhat likely
- c) Not very likely
- d) Not at all likely

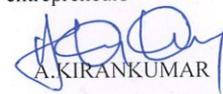
11. Additional comments or suggestions:

It helps in encouraging students to come up with their ideas.
Thank you for your time and valuable feedback!

This feedback form is designed to gather both quantitative and qualitative data, which can be useful in planning future events and improving the experience for entrepreneurs


Head
Dept. of Management Studies
Dadi Institute of Engineering & Technology
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Anakapalle - 531002


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A. KIRANKUMAR
IIC-COORDINATOR
MBA



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8. Was the cost structure clearly explained?

- a) Yes
- b) Mostly
- c) Somewhat
- d) No

9. How would you rate the presentation's use of examples and case studies?

- a) Excellent

b) Good

c) Fair

d) Poor

10. How likely are you to recommend this business model to others?

a) Very likely

b) Somewhat likely

c) Not very likely

d) Not at all likely

11. Additional comments or suggestions:

Thank you for your time and valuable feedback!

This feedback form is designed to gather both quantitative and qualitative data, which can be useful in planning future events and improving the experience for entrepreneurs

A.KIRANKUMAR
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