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NAAC 'W' GRADE CYCLE 3

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

Sponsored by S.K.P.V.V. Hindu High Schools' Committee, Kothapeta, Vijayanagara - 520001

Affiliated to Krishna University Accredited with 'A' Grade in Cycle 3 by NAAC

A College with Potential for Excellence (CPE) All India 92nd Rank in NIRF by MHRD (2017) Recognized as Band PERFORMER in ARIIA by Ministry of Education, Govt. of India



A REPORT ON BUSINESS MODEL CANVAS ORGANISED BY EDC CELL @ KBN

About the Program.

In connection with IIC Calendar Schedule the EDC Cell of KBN College organized an Invited talk on Business Model Canvas by V. Sundar Singh **Manager from Hatchlab Research Centre SRM University AP on 13/05/2023** to build an overview of changes to be made to an existing business. This program served many students to think out of the box in creating new business ideas.

Objectives of the Program.

- Its aim is to provide the central, common source of knowledge through which each department can add their unique input from their respective domains.
- To bring out the product's value propositions
- To know how to create a cost structure
- To learn about the usage of the methodology to implemented while framing a new business model.

Highlights of the session.

- Initially the session started with the presentations from the students who have designed some new business ideas like Instadine, Gibbor, organic Moisturiser Creams, etc on this the Resource Person has added his valuable inputs what is needed at Ideation level.
- In his presentation he has explained the key parameters which are important to build a new Business model.

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
	KEY RESOURCES		CHANNELS	
COST STRUCTURE		REVENUE STREAMS		
ENVIRONMENTAL COSTS	SOCIETAL COSTS	SOCIETAL BENEFITS	ENVIRONMENTAL BENEFITS	

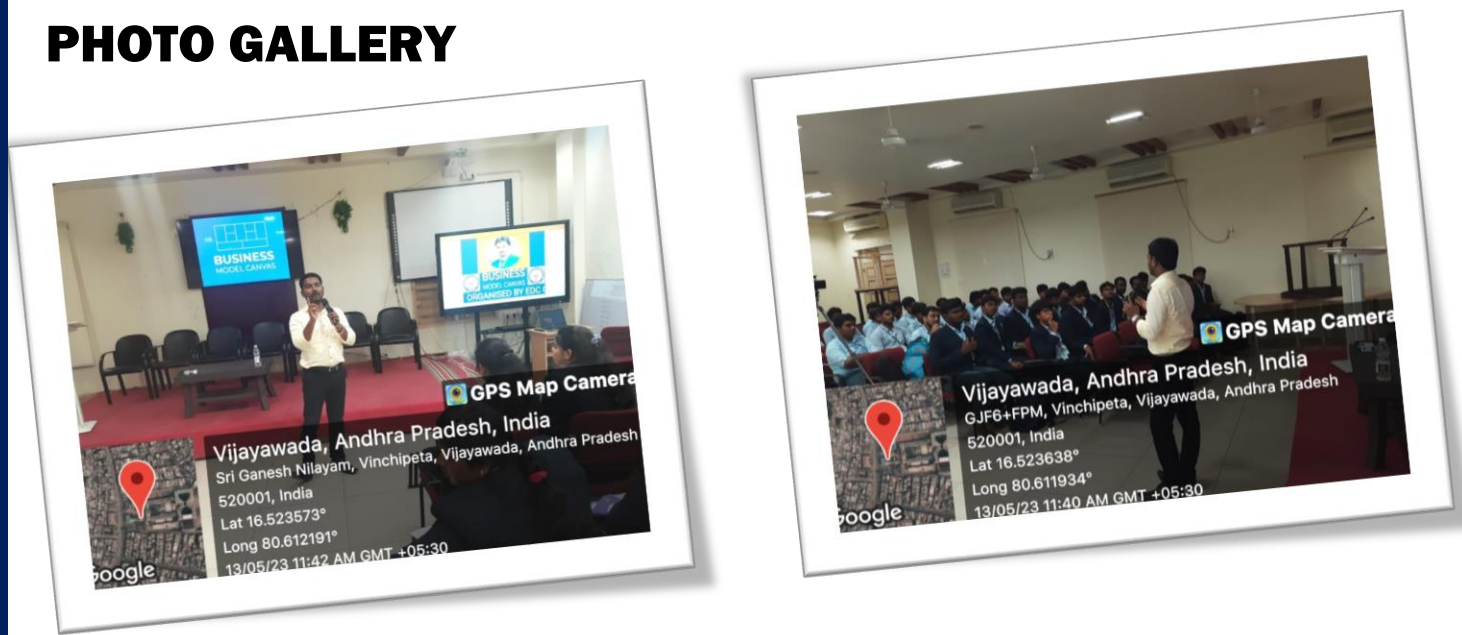
<p>KEY PARTNERS</p> <p>Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?</p>	<p>KEY ACTIVITIES</p> <p>What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?</p>	<p>VALUE PROPOSITIONS</p> <p>What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable product?</p>	<p>CUSTOMER RELATIONSHIPS</p> <p>How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?</p>	<p>CUSTOMER SEGMENTS</p> <p>For whom are we creating value? Who are our most important customers? What are the customer archetypes?</p>
<p>KEY RESOURCES</p> <p>What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?</p>			<p>CHANNELS</p> <p>Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p>	
<p>COST STRUCTURE</p> <p>What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?</p>		<p>REVENUE STREAMS</p> <p>For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics?</p>		

He explained the above block and makes the students to prepare new business ideas. Many students have created and presented their presentations in front of the resource person and he added many valuable inputs also.

YOUTUBE LINK

https://www.youtube.com/live/aH7_wJIY5AU?feature=share

PHOTO GALLERY



MR. V. SUNDHAR SINGH DELIVERING HIS LECTURE ON BUSINESS MODEL CANVAS



**FELICITATION BY DR. V. NARAYANA
RAO GARU, PRINCIPAL, KBN COLLEGE**



**GROUP PHOTO WITH RESOURCE
PERSON MR. V. SUNDAR SINGH
MANAGER FROM HATCHLAB
RESEARCH CENTRE SRM UNIVERSITY**