

# Bidding Business Plan - Session/Workshop on Business Model Canvas (BMC)

## 1. What we did ?

### Date and Time:

The "Bidding Business Plan" event was conducted on 25th August 2024, from 10:00 AM to 2:00 PM.

### Event Overview:

We organized a half-day workshop focused on the Business Model Canvas (BMC), specifically tailored for students and faculty members who are early-stage entrepreneurs. The session provided a comprehensive introduction to the BMC, covering various templates and strategies for developing new business models.

## 2. Objective of the Event

The primary objective of the "Bidding Business Plan" event was to equip early-stage entrepreneurs, including students and faculty members, with a solid understanding of the Business Model Canvas (BMC). The session aimed to:

- Provide a broad overview of the BMC, highlighting its importance in structuring and visualizing business ideas.
- Introduce participants to different templates and methodologies for creating effective business models.
- Foster innovation and entrepreneurial thinking among the participants by demonstrating practical applications of the BMC.

### 3. Additional Details

**Venue and Duration:** The workshop was conducted offline at the Institute's Auditorium, lasting for a total of 4 hours. The venue was well-equipped with necessary presentation tools and comfortable seating arrangements, ensuring an engaging learning environment.

**Mode of Conduct:** The event was conducted offline, allowing for direct interaction between the speakers and participants. This format encouraged active participation, group discussions, and immediate feedback.

**Additional Details:**

- The workshop was promoted through posters and banners that prominently featured the IIC logo, in compliance with the guidelines provided.
- A comprehensive report of the event, including a video recording, was uploaded on YouTube, and the link was shared as part of the final submission.
- The event received positive feedback from the participants, many of whom expressed interest in further workshops on related topics.

### 4. Speaker and Participant Details

**Speaker Details:**

The workshop was led by an experienced entrepreneur and business strategist with over 10 years of experience in guiding startups and early-stage ventures.

**Participant Details:**

- **Number of Participants:** A total of 65 participants attended the event, surpassing the minimum required number.
- **Number of Registrations:** We received 85 registrations for the event, indicating a strong interest from the community. Out of these, 65 participants attended, including students from various departments and faculty members keen on enhancing their entrepreneurial skills.

## 5. Key Outcomes of the Event

The "Bidding Business Plan" event yielded several significant outcomes:

- **Enhanced Understanding of BMC:** Participants gained a clear and in-depth understanding of the Business Model Canvas. They learned how to effectively use the BMC to visualize, design, and iterate their business ideas, which is crucial for startup success.
- **Practical Application:** The workshop included hands-on activities where participants could apply the concepts learned to their business ideas. This practical approach helped solidify their understanding and encouraged them to think critically about their business models.
- **Networking Opportunities:** The event provided a platform for students and faculty members to network with like-minded individuals. This interaction is expected to lead to future collaborations, joint ventures, and the exchange of innovative ideas.
- **Increased Entrepreneurial Confidence:** Many participants reported a boost in their confidence to pursue entrepreneurial ventures, thanks to the insights and guidance provided during the workshop.
- **Institutional Support:** The event highlighted the institution's commitment to fostering entrepreneurship among its members. The presence of faculty members in the workshop also demonstrated the institution's support for integrating entrepreneurial skills into the academic curriculum.
- **Social Media Outreach:** The event was well-documented and shared on various social media platforms, tagging MOE's Innovation Cell, thereby increasing the visibility and outreach of the session. This not only showcased the institution's efforts in promoting innovation but also encouraged more students and faculty members to engage in similar activities in the future.

Feedback:

The workshop received overwhelmingly positive feedback. Participants appreciated the clear explanations, interactive format, and practical insights provided during the session. Suggestions for future workshops included a deeper dive into specific elements of the BMC and follow-up sessions for personalized guidance.

