



LOYOLA INSTITUTION'S INNOVATION COUNCIL (LIIC)

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034.

BUSINESS MODEL CANVAS

REPORT ON THE WEBINAR

27th MARCH, 2021

No. of Participants Attended: **95**

Link of Participant Attended:

<https://docs.google.com/spreadsheets/d/1dWq6PyBiDg4fx1c7ISXWphvJ2cP0zDXUUnBYHbHyrN8/edit?usp=sharing>

Link of the Event:

<https://loyolachennai.webex.com/loyolachennai/j.php?MTID=m5c190e36be6e965b98e128d8fb3ed932>

Platform of the webinar: **CISCO WEBEX**

Video Link of the Event:

<https://drive.google.com/file/d/1Y8BCtQjfgvtcsW7jzoQNedPyyGumwzDs/view?usp=sharing>

About the Event:

Loyola Institutions Innovation Council (LIIC) invited the Entrepreneurship Development Cell (EDC) Shift – II of Loyola College to collaborate in organising a webinar on the topic BUSINESS MODEL CANVAS by inviting Mr VIGNESH JEEVANANDHAN (General Manager and Co-Owner Bharatham Stores, Chennai). This event is also an earmarked event by the Ministry of Education's Institutions Innovation Cell as an IIC calendar activity. The session began exactly at 5:00 PM where the guest started with the difference between business plan and business canvas.



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The business canvas is for start-up whereas business plan is for already existing business. In lean canvas you just emphasis on your key metrics of the business. The amount of data required to built a canvas is less with regard to business plan. After discussing about the difference, Mr. Vignesh started speaking about the format of business model canvas and the changes made in it's heading such as Key partners were replaced by Problems, key resources replaced by Key metrics.

The guest also taught how to fill a lean canvas and the order to fill each heading. It starts with filling the customer segments, Problem, Revenue streams, solutions, unique value proposition, channels, key metrics, cost structure and unfair advantage. This is the order in which a lean canvas should be written. The speaker emphasised on having different touch point in the business and its importance in the business. Touch points are points where the customers come in touch with the product or services. Mr. Vignesh pointed out that the customer lifetime value should exceed your accusation cost.

The guest's session ended at 5:45 PM which was followed by the question & answer session. The students popped up with questions and had a great and informative interaction with the speaker. The students asked questions like can every business have a lean canvas, how cost evaluates value proposition etc. Mr. Vignesh answered every question with clarity and explained with many day-to-day examples. At the end of the session Mr. Vignesh shared some useful tips which will help in completing the lean canvas. The session came to an end with a vote of thanks lots of learning from the dignitaries on the dais Dr S. Prasanna kumar.

J. Prasanna Kumar

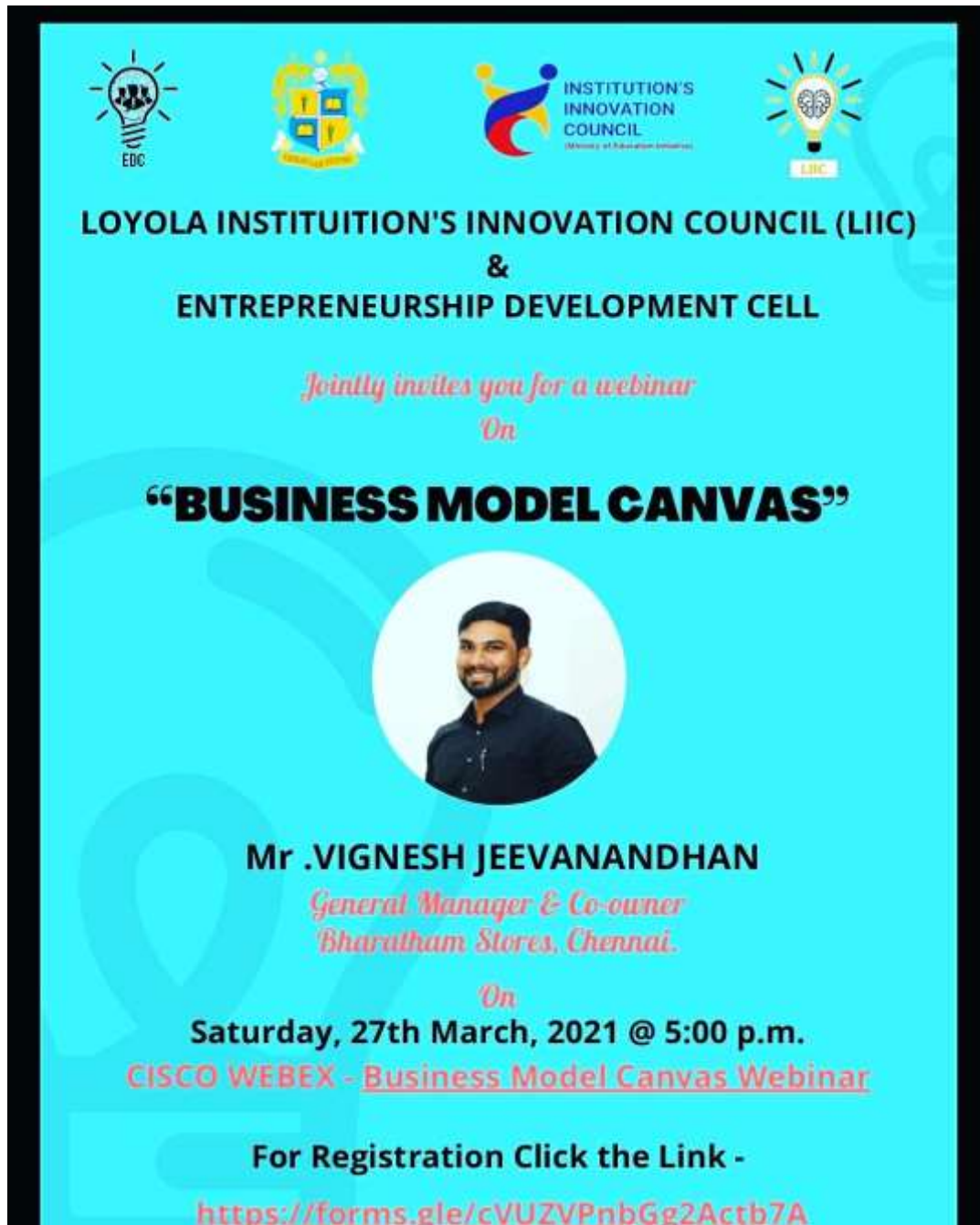
Dr S. Prasanna Kumar
Convener, LIIC






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INVITATION




The poster features a light blue background with a large, faint 'BMC' watermark. At the top, there are four logos: EDC, Loyola Institution, Institution's Innovation Council, and LIIC. The text is centered and reads: 'LOYOLA INSTITUTION'S INNOVATION COUNCIL (LIIC) & ENTREPRENEURSHIP DEVELOPMENT CELL Jointly invites you for a webinar On "BUSINESS MODEL CANVAS"'. Below this is a circular portrait of Mr. Vignesh Jeevanandhan, General Manager & Co-owner of Bharatham Stores, Chennai. The event details are: 'On Saturday, 27th March, 2021 @ 5:00 p.m. CISCO WEBEX - Business Model Canvas Webinar'. At the bottom, it says 'For Registration Click the Link - https://forms.gle/cVUZVPnbGg2Actb7A'.

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&
ENTREPRENEURSHIP DEVELOPMENT CELL

Jointly invites you for a webinar
On

“BUSINESS MODEL CANVAS”



Mr .VIGNESH JEEVANANDHAN
General Manager & Co-owner
Bharatham Stores, Chennai.

On
Saturday, 27th March, 2021 @ 5:00 p.m.
CISCO WEBEX - Business Model Canvas Webinar

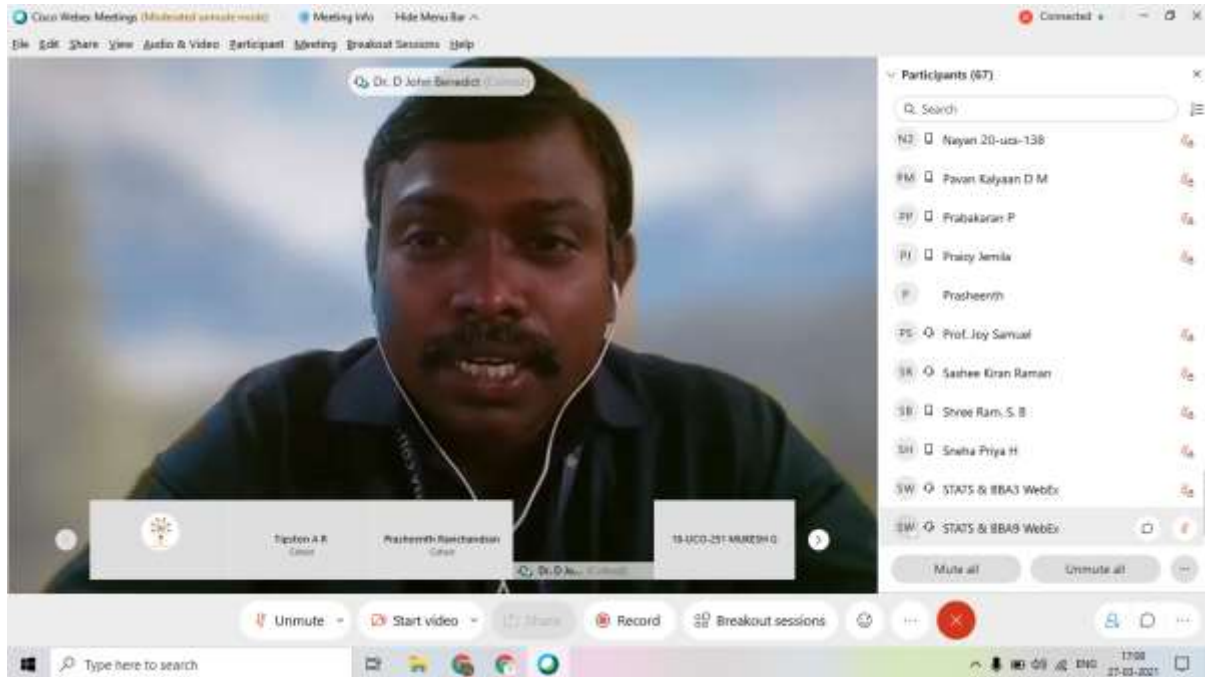
For Registration Click the Link -
<https://forms.gle/cVUZVPnbGg2Actb7A>



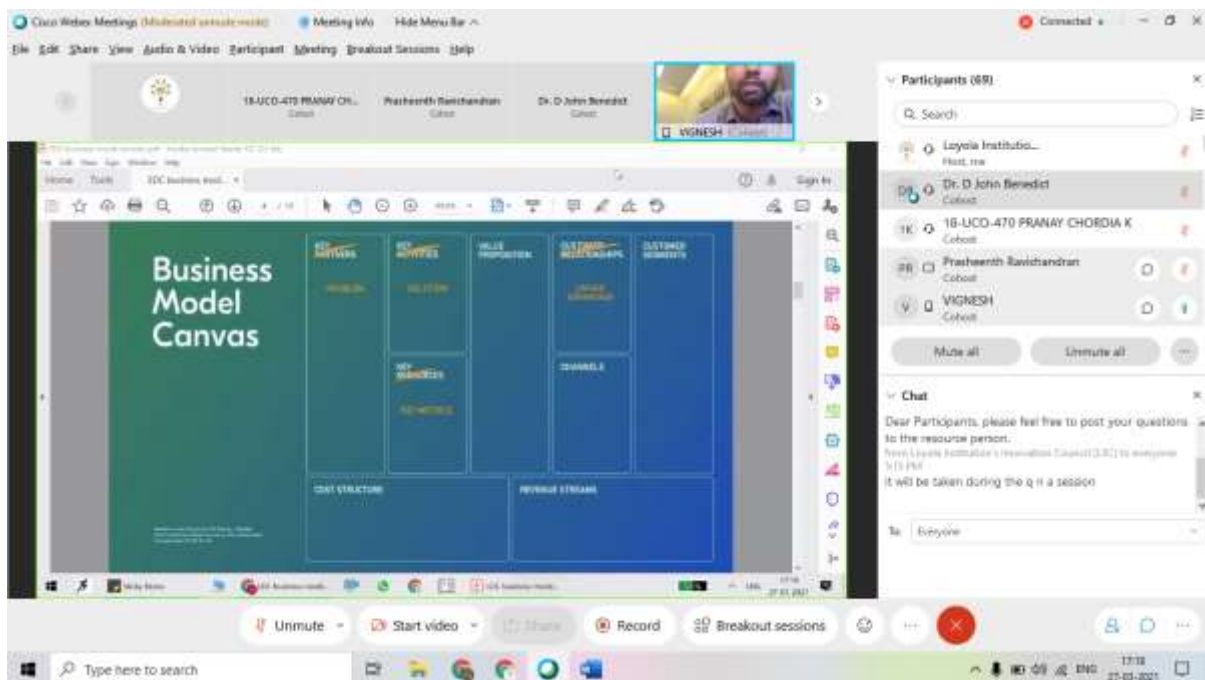
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SCREENSHOTS OF THE WEBINAR



Dr D. John Benedict delivering the Welcome Address

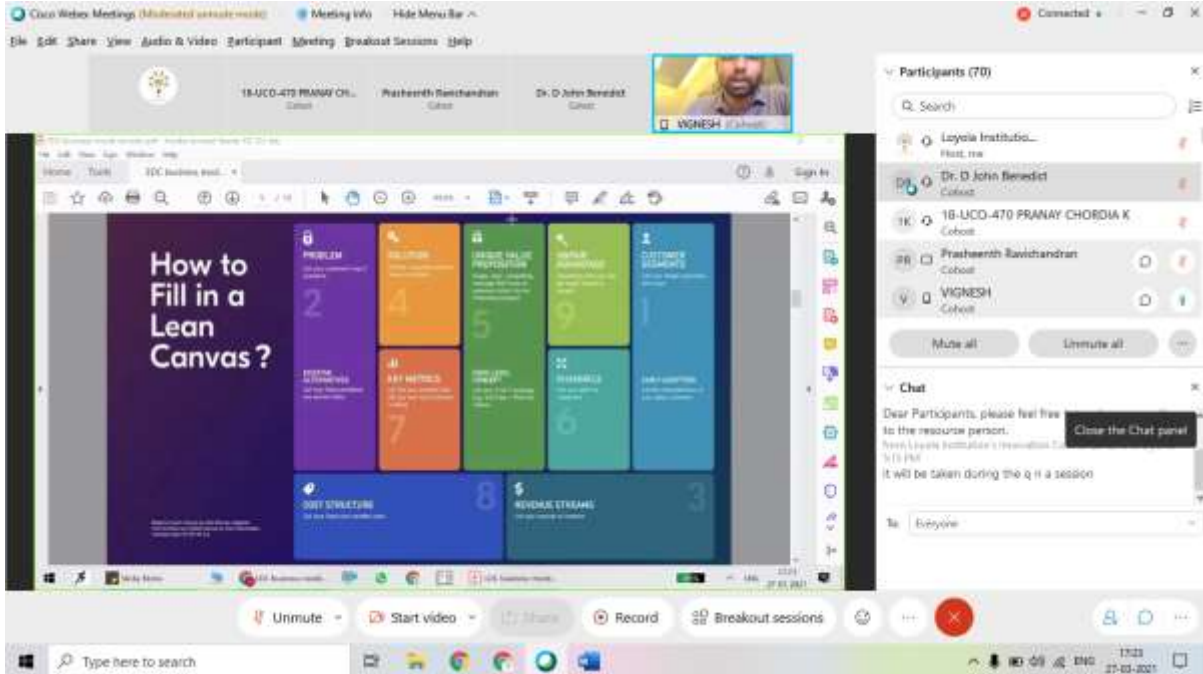


Mr Vignesh Jeevanandam addressing about Business Model Canvas

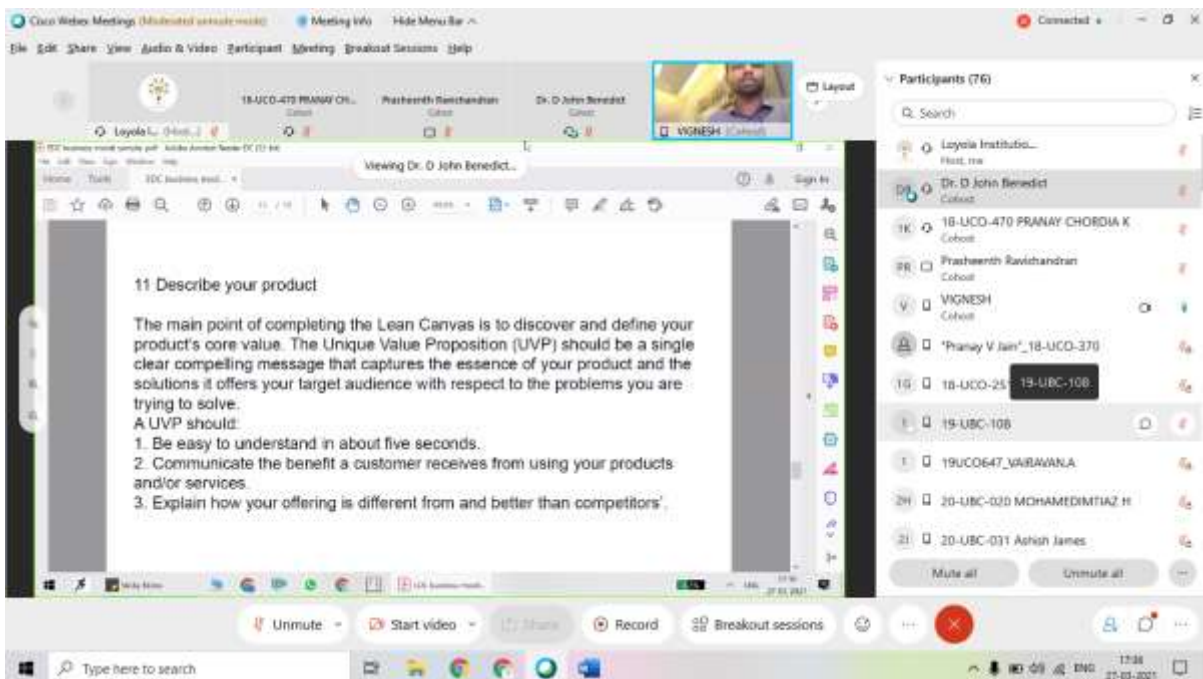


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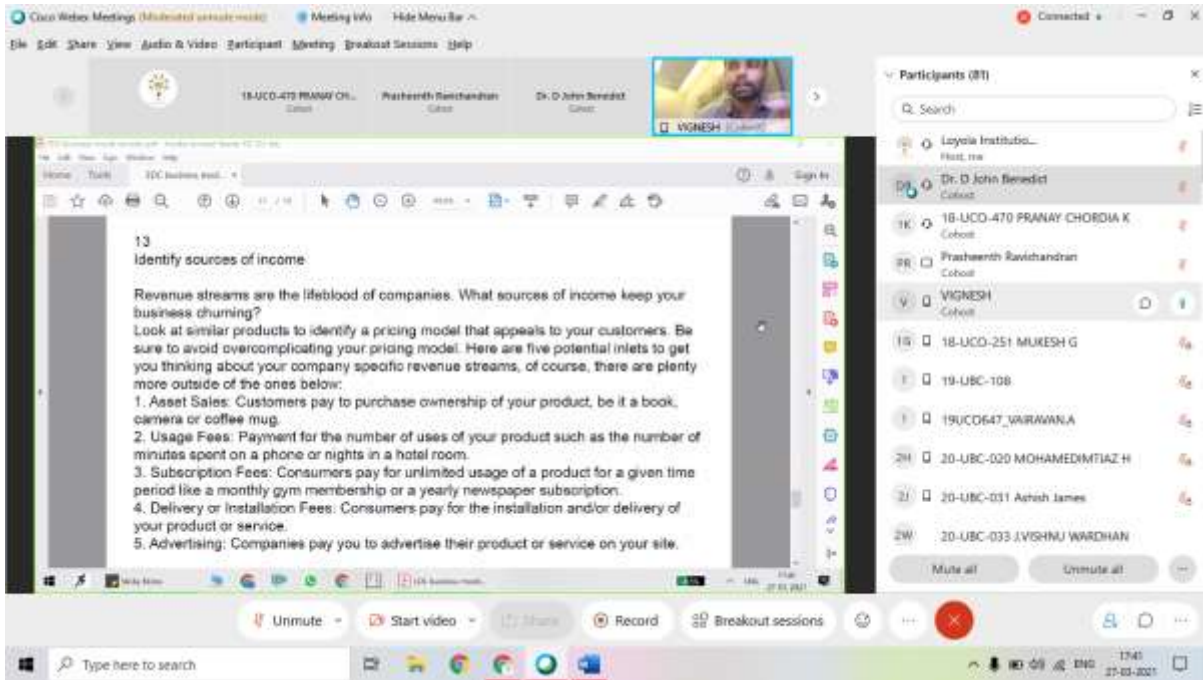


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