



**D. Y. Patil Unitech Society's
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Report

on

Business Model Canvas

Date: Aug 8, 2022 (Monday)

Time: 11:30 am

Objective: Introduction to Business Model Canvas and its importance and how to prepare it.

key outcome of the activity: Participants got awareness about the Business Model Canvas and how to prepare one.

Mode: Offline

Venue: Smart Classroom, 1st floor, DYPIMR

No. of participants: 61 students

Resource Personage: Dr. Vijayshri Mehtha, Convenor, IIC, RSCoE

Overall activity summary or screenshot (for online meeting) of the session:

The resource person, Dr. Vijayshri Mehtha gave insights on **Business Model Canvas** and highlighted the following points:

1. Infrastructure

- **Key Activities:**

These are the activity which is needed to execute according to company's value proposition. For Netflix key activities are production and licensing and development of Netflix platform.

- **Key Resources**

Asset to the company is called key resource. It can be Human, Capital, Fixed asset and intellectual property. For Netflix, video streaming platform, website/ Application developer and movies copyrights are key resources.

- **Key Partners**

It is always better to grow together rather than suffering alone.

Key partners of Netflix are Consumer Electronics, Cable companies and broadcaster and producers.

2. Offerings

- Value Proposition

Value proposition is parameters which help start-up to be unique compared with others. Uniqueness can be in form of price, efficiency, customer experience and customer satisfaction.

In case of Netflix, value proposition is “watch on-demand entertainment where and when movie lover wants”.

3. Customers

- Customers Segments

According to the product / service, entrepreneur has to decide the customer segments for the product / service. Customer segment can be Mass market, Niche market, Segmented, Diversify and Multi-sided market. In case of Netflix, Movie lovers are customers.

- Channels

Path way through which our unique services / products are reaching to our targeted customers. In case of Netflix, Netflix application can be used on any device to watch movies and web series.

- Customer Relationship

When customers are engaged with your product or service, they need proper assistance and help if there is any issue with customer.

Customer relationship can be Personal assistance, dedicated personal assistance, Self Service, automated services, communities, co-creation. In case of Netflix, self-service and AI recommendations help building relationship with customers.

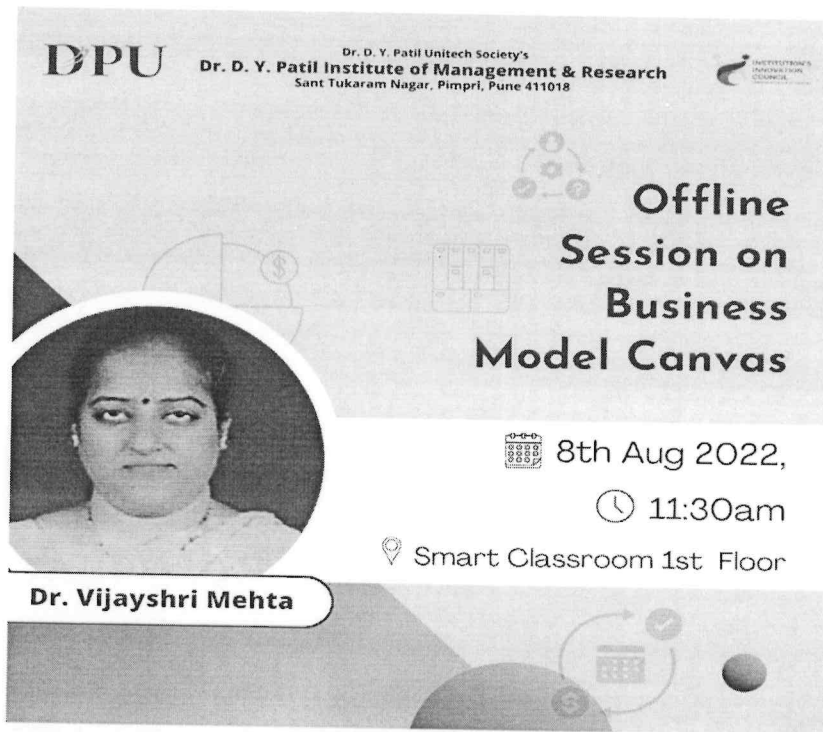
4. Finance

- Cost Structure

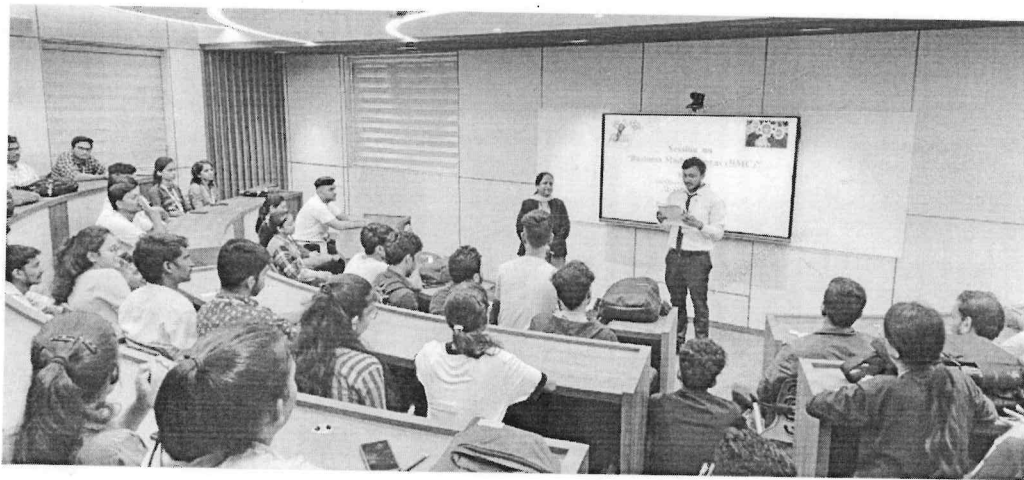
Start-up burns money to keep its operation rolling. It can be cost driven or value driven. In case of Netflix, money keeps on moving from business for movie / web series production and licensing and application technology development.

- Revenue Stream

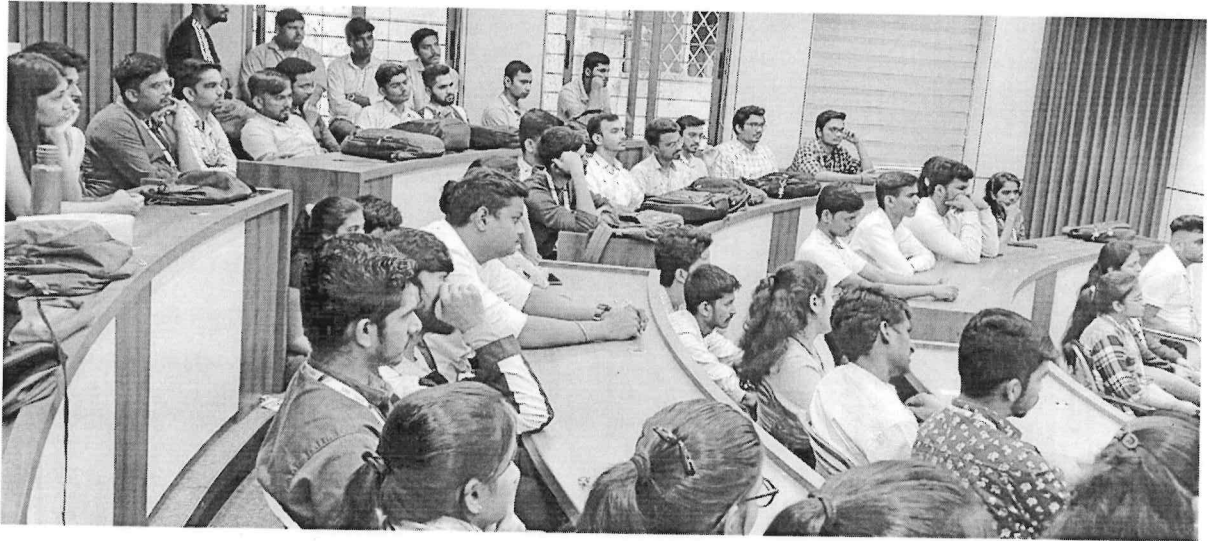
How any start-up generates money from its customers by offering its production /service. In case of Netflix, subscription Fee is the revenue source.



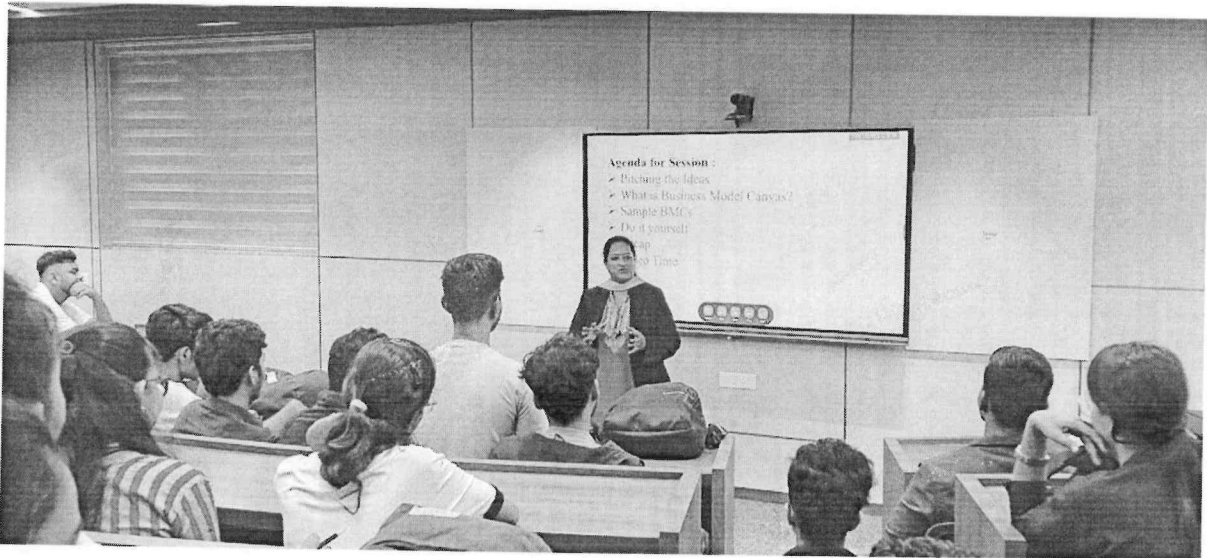
Flyer of the programme



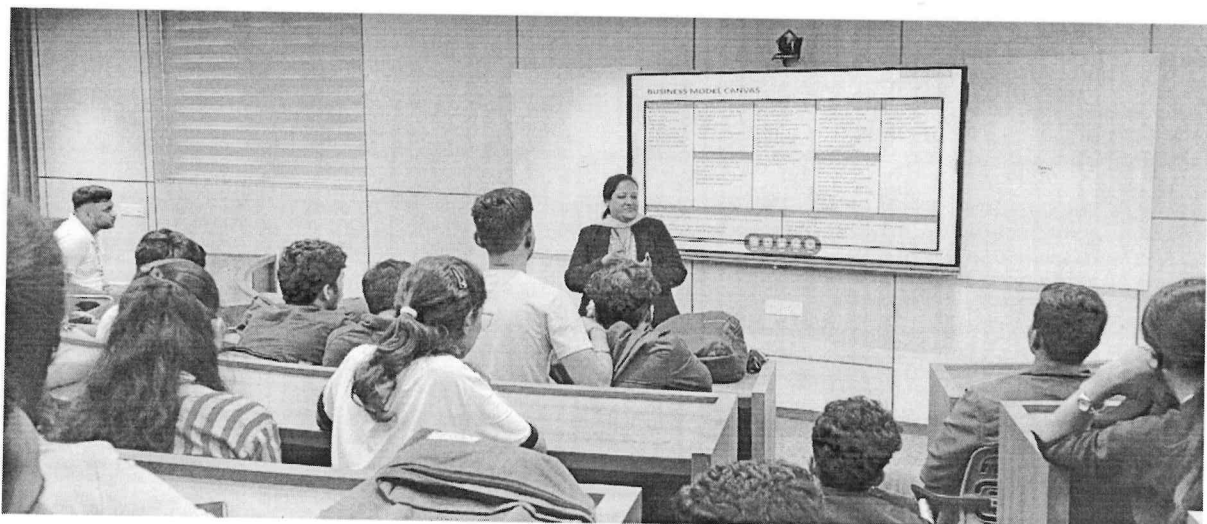
Welcome and Introduction of resource person



Audience listening to Dr. Vijayshri Mehtha



Agenda of the session



Slide showing Business Model Canvas in depth

Institution's Innovation Council.

(IIC)

Session Name:- BUSINESS MODEL CANVAS - ATTENDANCE

Name	Signature
1 Karam Parock	Karam
2 Akanksha Singh	Akanksha
3 Balkrishna Mehata	Balkrishna
4 Sushil Geshpuije	Sushil
5 Vareshal Bhalange	Vareshal
6 A Ajay Ambhore	Ajay
7 Armin Patel	Armin
8 Rutuja chavdhori	Rutuja
9 Praveen Korni	Praveen
10 Manasi Loley	Manasi
11 Krutika Ghodmane	Krutika
12 Ankit Jha	Ankit
13 Khishab Pathale	Khishab
14 Madhavi Gengeje	Madhavi
15 Shushti Kede	Shushti
16 Ashwini Khetka	Ashwini
17 Rajat Tilwari	Rajat
18 Shiva Gupta	Shiva
19 Sumit Suro	Sumit
20 Thange Shubhangi	Thange
21 Rishav Pathav	Rishav
22 Shubham Deshmane	Shubham
23 Silvester Fernandes	Fernandes
24 Vishal Giri	Vishal
25 Nikhil Lihore	Nikhil
26 Bhoomi Sureshvarane	Bhoomi
27 Nilesh Hiwande	Nilesh
28 Dr. Jena Joshi	Jena
29 Dr Rupal Choudhary	Rupal
30 sejal Gupta	sejal
31 Mrs. Swati Bhat	Swati
32 Dr. Shalini Wadhvani	Shalini
33 Dr. Rupal Kalekar	Rupal

Attendance of the participants


Feedback received from the guest/participants: The faculty and students got valuable insights on the said topic and were happy to attend it.

Prepared by:


Dr. Jena Joshi

President, IIC

Approved by:


Dr. Meghana Bhilare

Director, DYPIMR




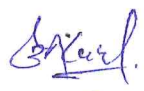





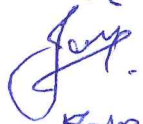


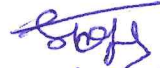
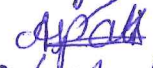




Institution's Innovation Council.

(IIC)

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1 Krunal Pareek	<u>Krunal</u>
2 Akanksha Singh	<u>Akanksha</u>
3 Balkrishna Mehata	<u>Balkrishna</u>
4 Sushil Gishpuije	<u>Sushil</u>
5 Harshal Bhaadange	<u>Harshal</u>
6 Ajay Ambhore	<u>Ajay</u>
7 Anshing Patel	<u>Anshing</u>
8 Rutuja Chaudhari	<u>Rutuja</u>
9 Praveen Korni	<u>Praveen</u>
10 Manasi Luley	<u>Manasi</u>
11 Krutika Ghodniare	<u>Krutika</u>
12 Ankit Sha	<u>Ankit</u>
13 Rishabh Pathak	<u>Rishabh</u>
14 Madhuri Gengeje	<u>Madhuri</u>
15 Saushthi Kedar	<u>Saushthi</u>
16 Ashwini Chetka	<u>Ashwini</u>
17 Rajat Thakur	<u>Rajat</u>
18 Shiva Gupta	<u>Shiva</u>
19 Sumit Swar	<u>Sumit</u>
20 Thange Shubhangi	<u>Thange</u>
21 Rishav Pathav	<u>Rishav</u>




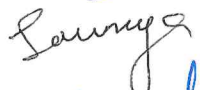
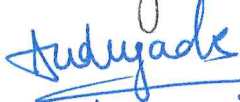


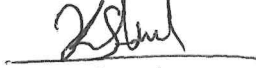


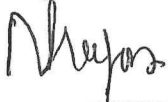
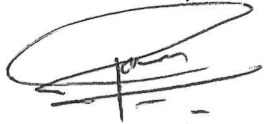

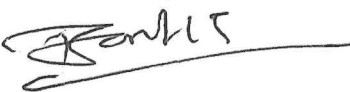
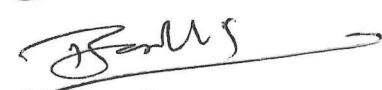


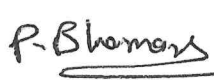

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Name	Signature
1. Anjali A. Mishra	
2. Priyadarshani Phonde	
3. Omkar Dighe	
4. Adinath Kadam	
5. Yograj Indulkar	
6. Prajyotsa Kulkarni	
7. Rushikesh Utturkar	
8. Akib Shaikh	
9. Vaishnavi Naik	
10. Jay Naik	
11. Vaishnavi Deshpande	
12. Shubham Torbe	
13. Thangar Sankar	
14. Aboli Patil	
15. Vaishali Sardar	
16. Sejal Gupta	
17. Sujata Sawarkar	
18. Vineel Thube	

Attendance

Name	Signature
1 Mahamuni Akshay Sanjay	<u>Akshay</u>
2 Shewale Rohit	<u>Rohit</u>
3 Sanvesh Kate	<u>Sanvesh</u>
4 Dwipanjari Dan	<u>Dan</u>
5. Sonam (Milki)	<u>Sonam</u>
6. Sahil Tadavi	<u>Sahil</u>
7. Adarsh Pawar	<u>Adarsh</u>
8. Sourabh Kale	<u>Sourabh</u>
9. Yadav Pratibha J.	<u>Pratibha</u>
10). Rohit Torani	<u>Rohit</u>
11) Ishita Agrawal	<u>Ishita</u>
12) Sewal Kumari	<u>Sewal</u>
13) Shreya Jhe	<u>Shreya</u>
14 Bulbul Paul	<u>Bulbul</u>
15) Rishuja Pandao	<u>Rishuja</u>
16) Hiral Patel	<u>HPatel</u>
17) Krutika Ghodmare	<u>KGhodmare</u>
18) Vipin Malwe	<u>Malwe</u>
19) Amitesh Kumar	
20) Bhavesh Sheinani	
21) Onkar Pandole	<u>Onkar</u>
22) Pranav Deshmukh	<u>Pranav</u>
23) Nayan Dewharsi	<u>Nayan</u>

Attendance

Name	Signature
1) Rushikesh Sanap,	
2) Vishal Das	
3) Kshilija radar,	
4) Soumya ranjan Senth	
5) Aarti Udegade	
6) Ajintya Patil	
7) Mahima Makwana	
8) Kartik Aarti	
9) Suryajeet Londhe	
10) Vishal Tompe	
11) Nishant Agam	
12) Yash Amode	
13) Nitin Maje	
14) Lokesh Bork	
15) Shubhan Jawri	
16) Birje Adesh	
17) Jayesh Borse	
18) Prothamesh Bhamare	
19) Vedant Banduke	
20) Akash Shinde	