



**GTU
Innovation
Council**

**GTU Innovation
&
Startup Center**

**A
REPORT ON
BUSINESS MODEL CANVAS REPORT**

Speaker: Mr. Jayson Ganatra

Date: 24th July, 2018

Time: 4:00pm

Venue:

GTU Innovation and Start-up Center – Rajkot Hub AVPTI Campus,

Opp. Hemugadhavi Hall, Tagore Road, Rajkot – 360001

Introduction

Business model canvas is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances. It assists firms in aligning their activities by illustrating potential trade-offs.

A global standard used by millions of people in companies of all sizes. You can use the canvas to describe, design, challenge and pivot your business model. It works in conjunction with the value proposition canvas and other strategic management and execution tools and processes.



Jayson Ganatra explaining the audience about the know-how's of the canvas.

Mr. Jayson Ganatra initiated the session with the very basics. He asked the participants about their thoughts on the startup ecosystem and asked them to come up with different and out of the world ideas. A sense of challenge was enthused in the audience and they picked up fast.

He then continued by explaining all the aspects of the canvas and every column. He also suggested from where to start first so that we don't get confused in the long run. This made the complex looking canvas a straight forward approach.



Participants having a hands-on experience on the canvas.

Participants formed groups of three-four and worked in resonance on different ideas of their own. The range was vast, starting from a two-chain bike to a LCD enabled switch, it was a plethora of innovation at the GTU Innovation Council. Mr. Jayson Ganatra facilitated each group with equal enthusiasm and helped them along the way as they made their first business model canvas. Some participants were experienced individuals from the industry and gave valuable suggestions. Jayson Ganatra first explained all the blocks and then every block was given 10 minutes to work on. Participants from the audience also asked several questions as it was a new thing. But every question was very humoursly answered by the speaker deriving examples from real life situations.





Groups explain their BMCs.



Groups with their BMCs.

In the end, every group explained their Business Model through the Canvas. Sticky notes and the other required stationary was provided by the GIC associates. All the groups engaged in a healthy discussion among themselves and came up with very good and creative ideas. A particular group gave a very good idea of lightening a lamp through gravity. They explained their beneficiaries, users, channels and how will they establish a reputation among their customers. Similarly, every group explained their idea through the canvas. Another group came with an idea of a cycle having two chains. Every group was given a chance to explain their canvas.



It's all well when it ends well.

When every group presented their particular canvas, it was time for some networking and fun. But like every other event held at GIC, a group photo having all the bright minds in one frame is necessary. A souvenir of the amazing and enlightening event. In this photo we can see GIC zone-4 coordinator Prof. Parth Sejpal along with the speaker of the event Mr. Jayson Ganatra with the participants. Some participants had to leave before the this photo was taken because of earlier appointments. This photo marked the end of the event and then networking was done by the individual participant during the refreshments time.

Taking every perspective into account, this was a very enlightening event where Mr. Jayson Ganatra explained the nuances of a startup not having the prior knowledge of a BMC, and thus educated us so that we do not have to face similar problems. His take on every block was very precise and fresh.

*Compiled By:
Parv Shroff & Sufyaan Sidatar (GIC Associate-Rajkot)
Edited By:
Prof.Parth Sejpal (GTU Coordinator-Rajkot)*