A Report on

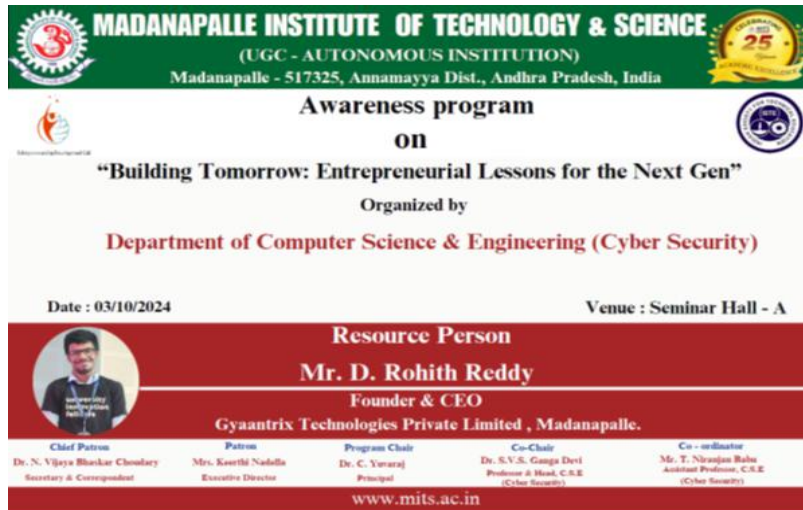## Awareness Program on

"Building Tomorrow: Entrepreneurial Lessons for the Next Gen"

Organized by

Department of Computer Science & Engineering -Cyber Security

on 03.10.2024

Submitted by: Mr. T. Niranjan Babu, Assistant Professor, Department of CSE -Cyber Security.

Resource Person Details: Mr. Desai Rohith Reddy, Founder & CEO Gyaantrix Technologies Private limited, Madanapalle.

Attendance: 70 participants (Internal)
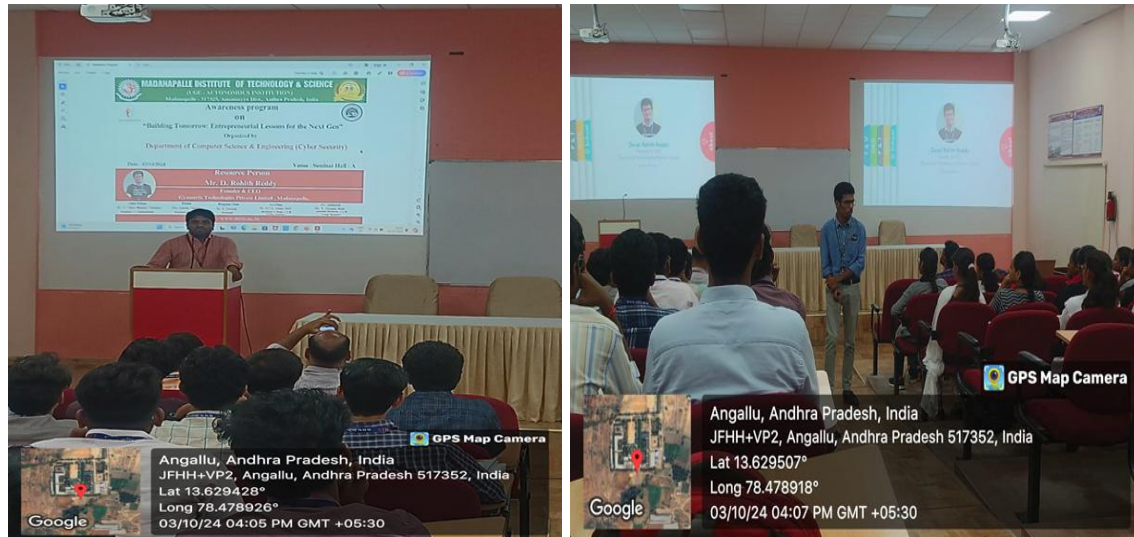
Mode of Conduct: Offline

Report Received on 23.10.2024

The programme was organized by the Coordinator Mr. T. Niranjan Babu, Assistant Professor, Department of CSE (Cyber Security) Madanapalle Institute of Technology & Science, Madanapalle and a welcome address was delivered to the gatherings by the Dr. SVS Ganga Devi, HoD, CSE(Cyber Security), Madanapalle Institute of Technology & Science, Madanapalle. The resource person Mr. Desai Rohith Reddy, Founder & CEO Gyaantrix Technologies Private limited, Madanapalle, was introduced by Mr. T. Niranjan Babu, Assistant Professor, MITS, Madanapalle.

The resource person started the session by extending his hearty thanks to the participants, organising members, HoD, Principal and Management of MITS Madanapalle for giving him opportunity to share his knowledge and experience in **Entrepreneurial Lessons for the Next Gen.**

The following topics were discussed in the session

- Business model canvas
- Business Development
- Idea to Protect

The session was concluded and followed by a vote of thanks, given by Coordinator Mr. T. Niranjan Babu, Assistant Professor, Department of CSE (Cyber Security) Madanapalle Institute of Technology & Science, Madanapalle.

Programme Outcomes:

The **Business Model Canvas (BMC)** is a strategic tool that helps organizations develop and analyze business models. The outcome of using a Business Model Canvas typically includes a clearer understanding of the various components that make up a business, and how they relate to one another. The BMC framework is divided into nine key elements:

1. Customer Segments

- **Outcome:** Identifying the different groups of people or organizations your business aims to serve. Clear customer segments allow businesses to tailor products, marketing, and services to meet specific needs.
-

2. Value Propositions

- **Outcome:** Defining the unique value or benefit your product or service offers to your customers. This clarity helps align your offerings with customer needs, improving product-market fit.

3. Channels

- **Outcome:** Understanding the methods through which your product or service is delivered to customers. This helps improve efficiency and customer experience.

4. Customer Relationships

- **Outcome:** Defining how you will engage with your customers, whether through personal assistance, automated services, or community engagement. A strong customer relationship strategy can increase customer loyalty and retention.

5. Revenue Streams

- **Outcome:** Identifying how your business makes money from each customer segment. Understanding revenue streams is essential for financial planning and sustainability.

6. Key Resources

- **Outcome:** Identifying the assets (physical, intellectual, human, financial) that are essential to delivering your value proposition. This helps optimize resource allocation and business operations.

-

7. Key Activities

- **Outcome:** Outlining the most important tasks your business must perform to deliver its value proposition. This helps improve operational efficiency and effectiveness.

8. Key Partnerships

- **Outcome:** Identifying external organizations, suppliers, or alliances that are essential for the success of your business. This allows businesses to leverage partnerships to create value and reduce risk.

9. Cost Structure

- **Outcome:** Understanding the costs involved in operating the business, from production to customer acquisition. This helps ensure profitability and cost management.