

# Jagannath International Management School

## Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)  
Recognized u/s 2(f) by UGC & Accredited with 'A' Grade by NAAC  
Participant of UNGC & UNPRME, New York

### REPORT

## Session on Business Model Canvas



Session on

## Business Model Canvas

with Mr. Hemant Shrivastava



**SOCIOCHARGE®**  
*Accelerating positive change*

**HEMANT SHRIVASTAVA**

Founder of Sociocharge  
An Alumnus of IIT Kharagpur



Date: 22nd March 2021 (Monday)

Time: 12:15 p.m. to 1:15 p.m.

**Date:** 22<sup>nd</sup> March, 2021

**Venue:** Zoom

**Time:** 12:15 PM Onwards

**Event Category:** Online Webinar

**Beneficiaries with number:** 450+

**Faculty Coordinator:** Ms. Divya Gupta, Head of Department (BBA)

**Student Coordinator:** Adhyayan Karki & Team E-Cell, JIMS Vasant Kunj

**Guest speakers for the Event:** Mr. Hemant Shrivastava

**Topic for Event:** Session on "Business Model Canvas"

**Learning Objectives:**

- Discuss and make students understand the basic idea how to make a pitch deck for the start-up and what are the basic requirements needed while making it.
- Teach how to make a raw base with the help of a business model canvas, as it is the actual base used for making the pitch deck for the start-up.
- The session helped guide students on their journey to entrepreneurship and business while making them aware of the business model canvas as well trends.

**Report:**

Institution's Innovation Council of Jims Vasant Kunj (JIIC) organized an insightful and highly influential online mentoring session with Mr. Hemant Shrivastava , founder of Sociocharge An alumnus of IIT Kharagpur on Business Model Canvas on 22<sup>nd</sup> March, 2021 at 12:15 PM on Zoom Platform.

It was a very informative session which received an overwhelming response by students as Mr. Hemant Shrivastava shared his valuable knowledge on how to prepare for a business pitch, make better investment choices and much more with the help of business model canvas. He briefly explained what exactly a business model canvas is and ways to develop it and the it's key elements.

This session really helped all the students to understand and learn how essential the business model is in pitching the start-up initially . He gave insights on how we can build a base and pitch the investors for the start-up with the help of canvas.

Our guest also explains that the Business model has a Product-facing side which focuses on resources, activities, partners, and costs, and that is really what is going on behind closed doors. On your other side, the Market-facing side focuses on who customers are, what you deliver to

them, how you deliver it to them, and how you maintain your relationship. And, at the bottom of it, how we can create revenue from your customers.

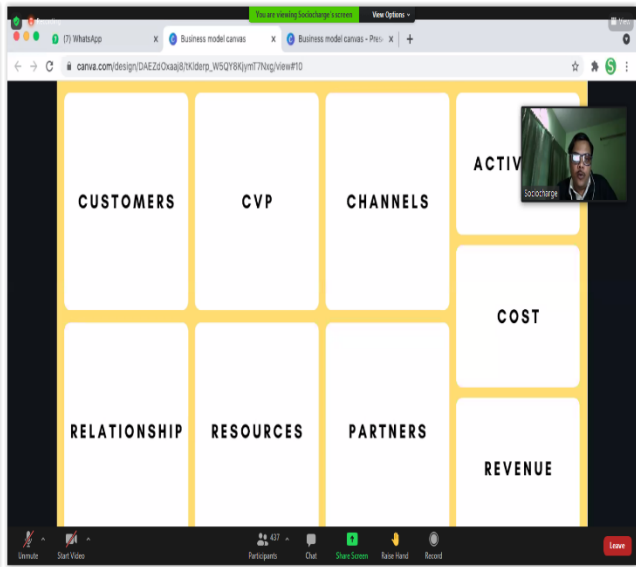
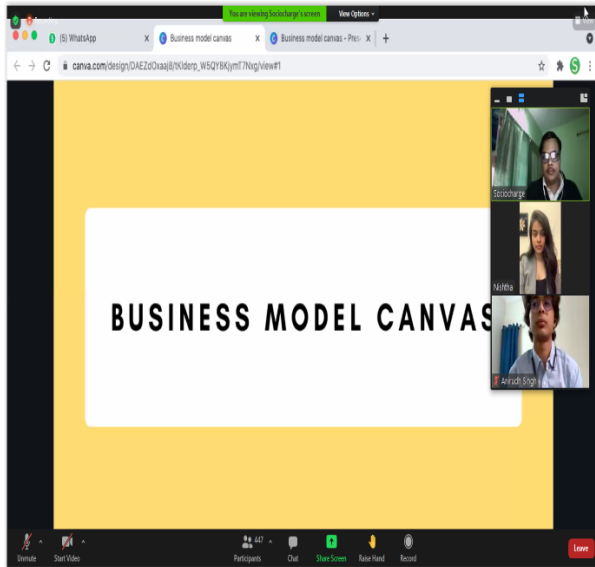
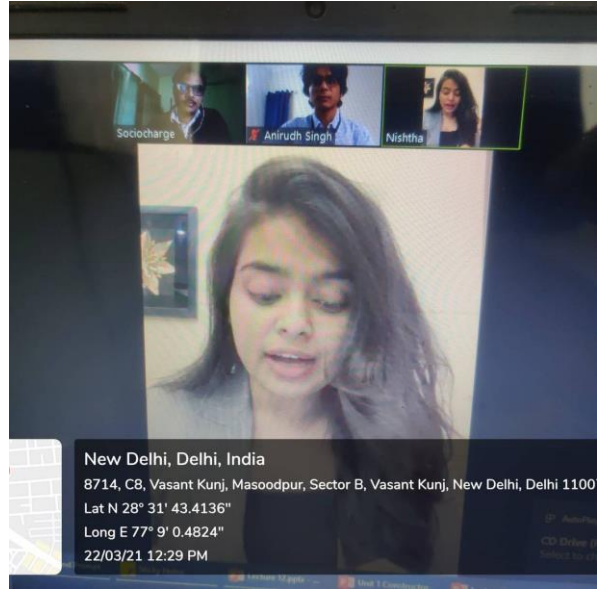
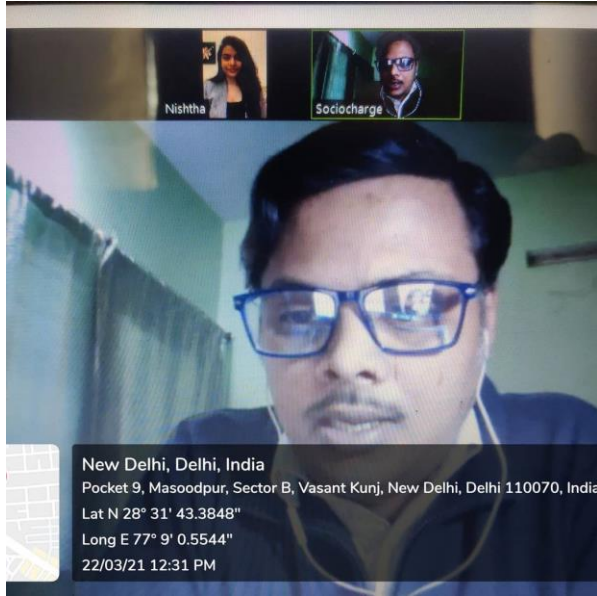
It was a great online session where our mentor guided the students and enhanced their existing knowledge.

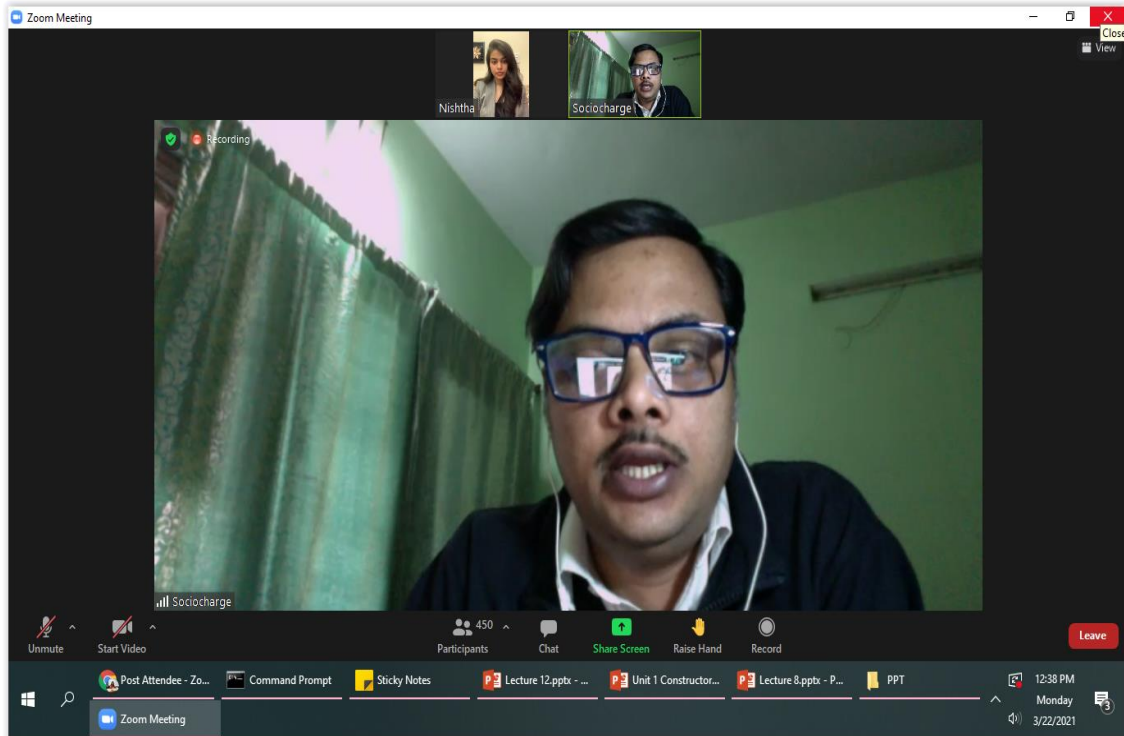
### Learning Outcomes:

- Students were made aware of the skills necessary for being a successful entrepreneur and learned about various useful preparation tips for the same.
- Students were able to identify their personal attributes that enable best use of the entrepreneurial opportunities and how to pitch and plan their business ideas ahead.

### Glimpse of the session:







**Ms. Anisha Tandon**

Innovation Activity Coordinator

**Dr. Meenakshi Narula**

IIC Convener