



CMR TECHNICAL CAMPUS
UGC AUTONOMOUS
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Approved by AICTE, New Delhi and JNTU, Hyderabad
Kandlakoya, Medchal Road, Hyderabad- 501 401, Telangana

Estd: 2009



DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

REPORT

Session Topic: “Business Model Canvas- An Approach for Converting Idea into Business Model”

1. **Objective of the Program:** It allows you to depict your thinking and business model in a visual format.

2. **Benefits/Outcome of the Program:**

Business Model Canvas is focused

BMC is clear and concise:

Reduces the risk of failure:

Scientific framework that works: Business model canvas is a tried and tested methodology not only for startups but also for innovating in large enterprises

3. **Description:**

BMC is now the standard used not only by startups but also companies like **Microsoft, GE, Master card**. The goal is to look beyond spreadsheets, market research and financial projections. It is interesting to note that although the main focus of the BMC is to establish the foundation of your business model, it also helps in enhancing your business as it evolves. If you want to be a successful startup, you need something powerful like the business model canvas.

4. **Organized on:** 17.03.2023

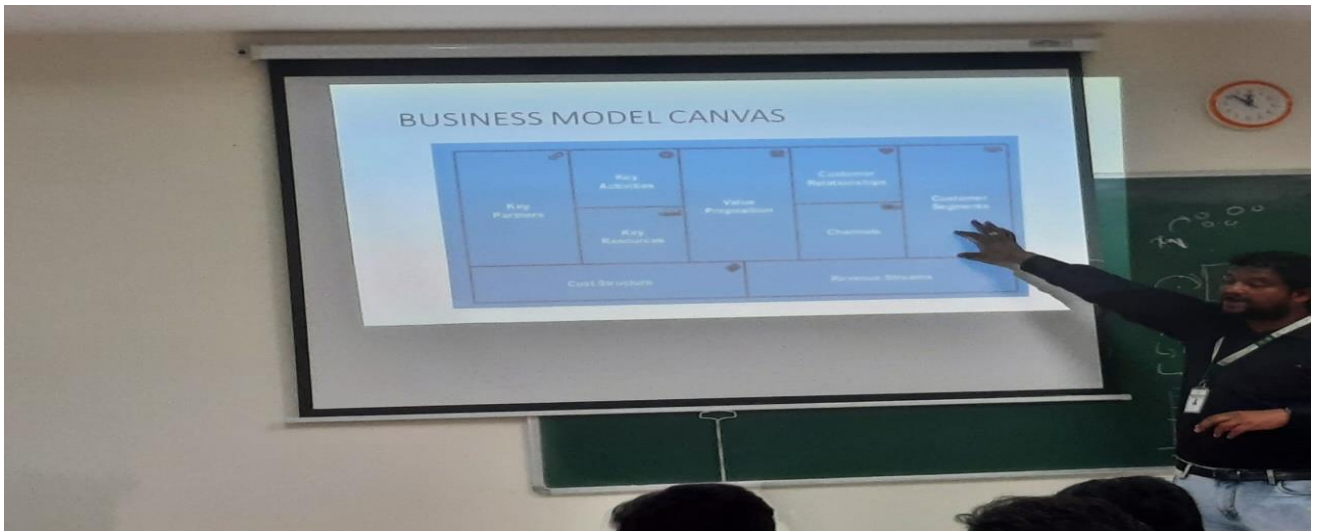
5. **Student Participants number :** 107

6. **Students/Faculty Registration Details with timestamp:** Attached

7. **Faculty Participants number:** 5

8. **Expenditure amount if any:** -

9. Photographs(5to6)









10. Videolinkurl:

11. Poster

The poster is for a session organized by the Department of Computer Science & Engineering at CMR Technical Campus. It features several accreditation logos at the top: CMR Technical Campus, CSE, NIRF (National Institutional Ranking Framework), Institution's Innovation Council, and NAAC (National Assessment and Accreditation Council) with an 'A' grade. The text states the campus is accredited by NBA & NAAC with 'A' grade and approved by AICTE, New Delhi, and JNTU, Hyderabad. The session topic is 'BUSINESS MODEL CANVAS - AN APPROACH FOR CONVERTING IDEA INTO BUSINESS MODEL'. The guest speaker is Dr. T.S. Mastan Rao, Innovation Co-ordinator, IIC, CMR Technical Campus, Hyderabad. A photo of Dr. Rao is included. The registration link is <https://bit.ly/3Tep3j0>. The session is on 17-03-2023 from 11.00AM to 12.20PM. A list of organizers and their roles is provided at the bottom, including Ms. K. Shilpa, Dr. K. Maheswari, Dr. Sudha Arvind, Dr. K. Srujan Raju, Dr. M. Ahmed Ali Baig, and Dr. A. Raji Reddy. Social media icons for Twitter, Facebook, and Instagram are also present, along with the website www.cmrtc.ac.in.

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Department of Computer Science & Engineering
in association with
Institution's Innovation Council (IIC 5.0) Organizing
Session on

**TOPIC : BUSINESS MODEL CANVAS -AN APPROACH FOR
CONVERTING IDEA INTO BUSINESS MODEL**

GUEST SPEAKER
Dr.T.S.Mastan Rao
Innovation Co-ordinator, IIC
CMR TECHNICAL CAMPUS
Hyderabad

Registration Link : <https://bit.ly/3Tep3j0>

17-03-2023 **11.00AM to 12.20PM**

Ms.K.Shilpa
Co-Ordinator, IIC
CMR TECHNICAL CAMPUS
Hyderabad

Dr.K.Maheswari
Co-Ordinator, IIC
CMR TECHNICAL CAMPUS
Hyderabad

Dr.Sudha Arvind
Convener, IIC
CMR TECHNICAL CAMPUS
Hyderabad

Dr.K.Srujan Raju
Vice President, IIC
CMR TECHNICAL CAMPUS
Hyderabad

Dr.M.Ahmed Ali Baig
President, IIC
CMR TECHNICAL CAMPUS
Hyderabad

Dr.A.Raji Reddy
Director
CMR TECHNICAL CAMPUS
Hyderabad

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www.cmrtc.ac.in

12. **Keywords:** Customer Segments, Value Proposition, Revenue Streams, Channels, Customer Relationships, value delivery, and value capture

13. **Lead Expert's Name:** Dr. T.S. MASTAN RAO

14. **Lead Expert's Email:** mastanrao.cse@cmrtc.ac.in

15. **Lead Expert's Designation:** Professor

16. **LeadExpert's Organization:** CMR TECHNICAL CAMPUS