



KONGU ENGINEERING COLLEGE

— TRANSFORM YOURSELF —



B-PLAN

Technopreneur – B-Plan Arena is a high-impact entrepreneurial challenge designed to cultivate startup thinking among students. The event provides a competitive platform for participants to transform innovative technology-based ideas into structured business models using the **Business Model Canvas (BMC)** framework. This will refine their concepts with mentor guidance and pitch their startup vision to an expert jury panel. A Business Model Canvas (BMC) sheet will be provided to all participants. Students are required to fill in the sheet during the event, clearly outlining their startup idea, problem–solution approach, value proposition, target users, and revenue model. The completed BMC sheet will be considered as part of the evaluation.

EVENT STRUCTURE

✓ **Phase 1 – Overview**

- Intro and Overview about Business Model Canvas(BMC)
- Rules, deliverables, and judging criteria briefing

✓ **Phase 2 – BMC Development and pitching**

- Discussion and idea finalization
- Filling the Business Model Canva
- Each participant will have a one-to-one mentoring session with the expert to refine their idea.

✓ **DATE : 24.02.2026**

✓ **INDIVIDUAL REGISTRATION (₹100 per head)**

PRIZE POOL

✓ **Total Prize Pool : 6000**

EVENT COORDINATOR:

MOHAMMED YUNUS A - 7010499316



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SAMPLE BMC SHEET FOR REFERENCE:

Business Model Canvas (BMC)				
Key Partners:- <ul style="list-style-type: none">- Who are the key partners/ Suppliers or vendors?- Do we have any consulting firms?- Which key resources or capabilities do they provide?	Key Activities:- <ul style="list-style-type: none">- What are the key processes & tasks we need to create to deliver the value proposition?- What do we develop, sell or manage? Key Resources:- <ul style="list-style-type: none">- Who are the key resources to deliver the key activities?- Do we have any key partners to deliver the same?	Value Propositions:- <ul style="list-style-type: none">- What is the core problem we are trying to solve?- Are there multiple problems we are trying to solve?- How the new value will be different than the current value?	Customer Relationships:- <ul style="list-style-type: none">- How we should keep relationship with our customer?- Which idea will fits best with each segments? Channels:- <ul style="list-style-type: none">- How we should connect with your customers?- What are the most cost-efficient and reliable channels?	Market Segments:- <ul style="list-style-type: none">- Who are the primary customer for this product?- For whom we are creating the values?- Do we have any secondary customer?- What are the customer segments or user groups we have identified?
Cost Structures:- <ul style="list-style-type: none">- What are the fixed & variable costs?- What are the main elements of operational expenses?- Do we have costs involved for CAPEX?			Revenue Structures:- <ul style="list-style-type: none">- What is our primary revenue model?- What are the secondary source of revenue?- Do we have subscription, service, licensing fee model?	



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