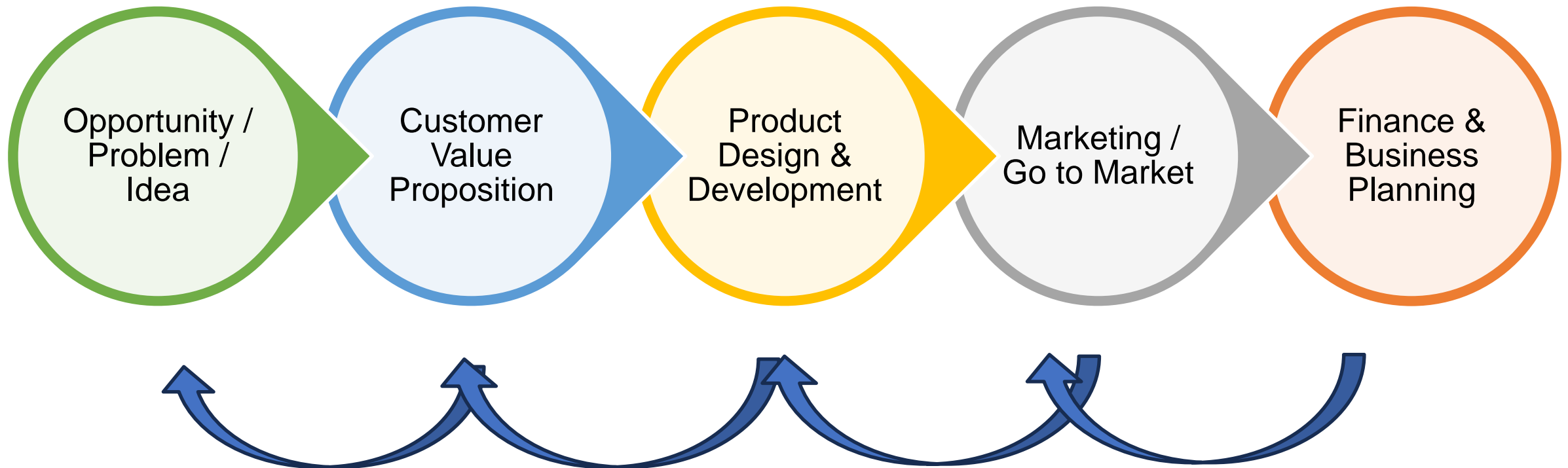


Business Model Canvas

5th Sep 2023

Process for Start up Creation

Continuous Learning & Iterative Process



Strategy

- matching an **unmet customer need** with your **unique ability** to serve to create **all around value**
- an integrated set of **choices**, including **what not to do**

Business

- An Organization that **creates, delivers, captures and sustains/grows** value
- Business model show the logic of how a company intends to make money
 - ✓ A **blueprint** for a strategy to be implemented through **organizational structures, processes, and systems**

The Place “P”: Channels of Distribution



D2C Direct to Consumer

Company



Sales
Person

Company
Website

Company
Retail Stores

Customer
Individual

B2B

Company



Sales
Person



Customer
(Company)

B2C or B2B2C

Company



Retailer
Online / offline



Customer
Individual

B2B2C Indirect

Company



Distributor



Retailer



Customer
Individual

Multisided Platform

Company



Customer
Side - 1

Customer
Side - 2

B2G

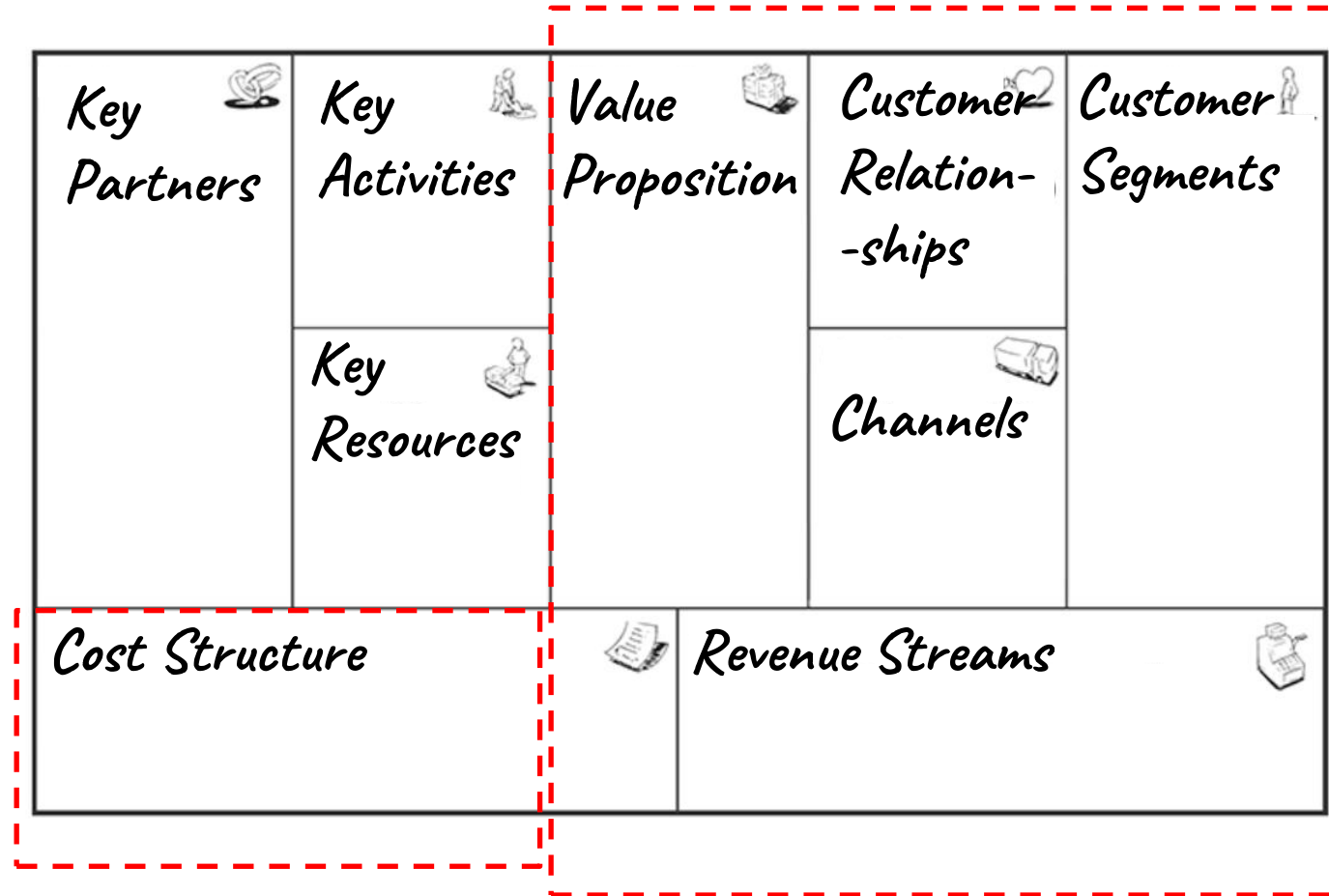
Company



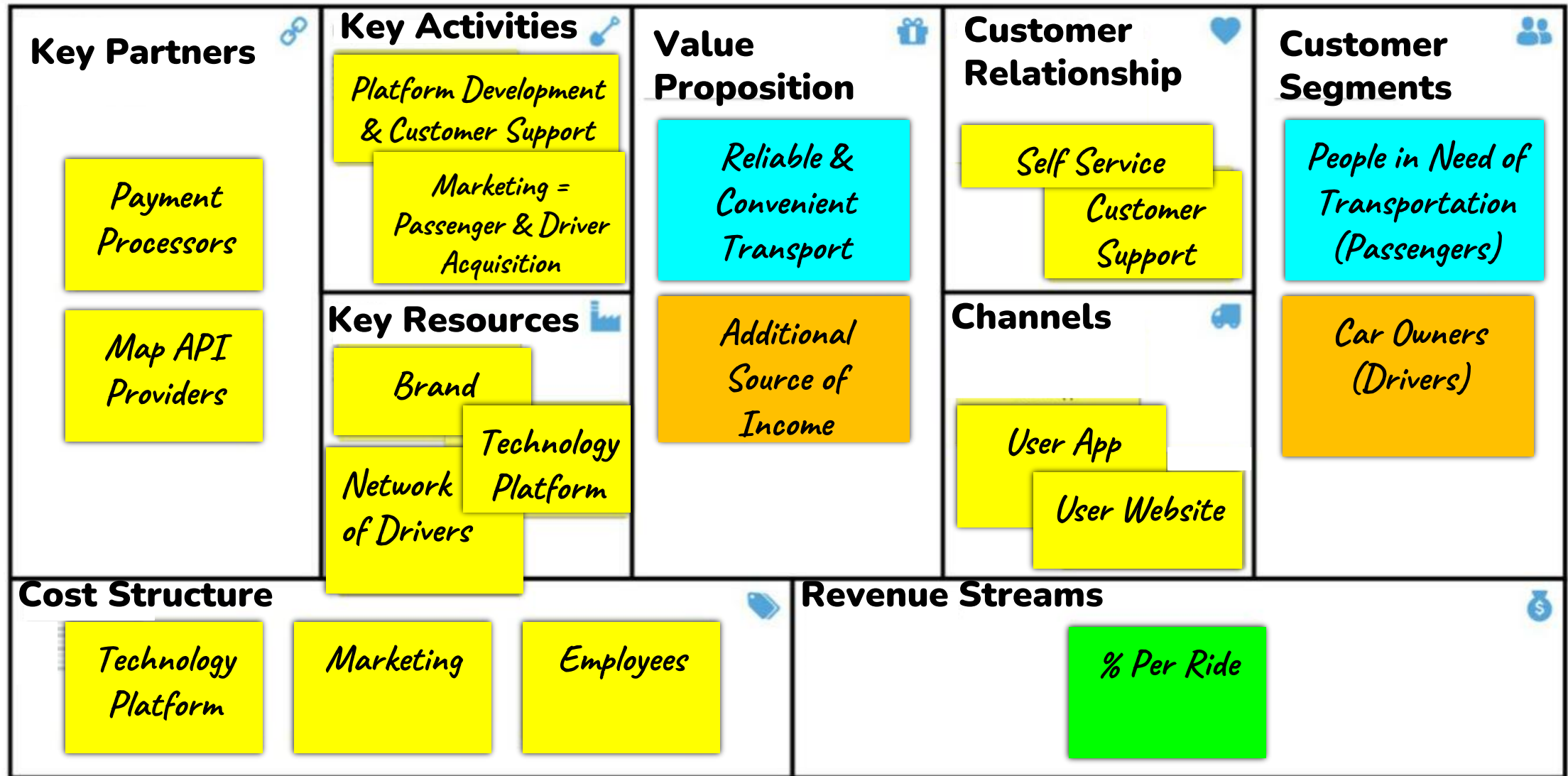
Customer
(Government)

Building a Business Model with BMC

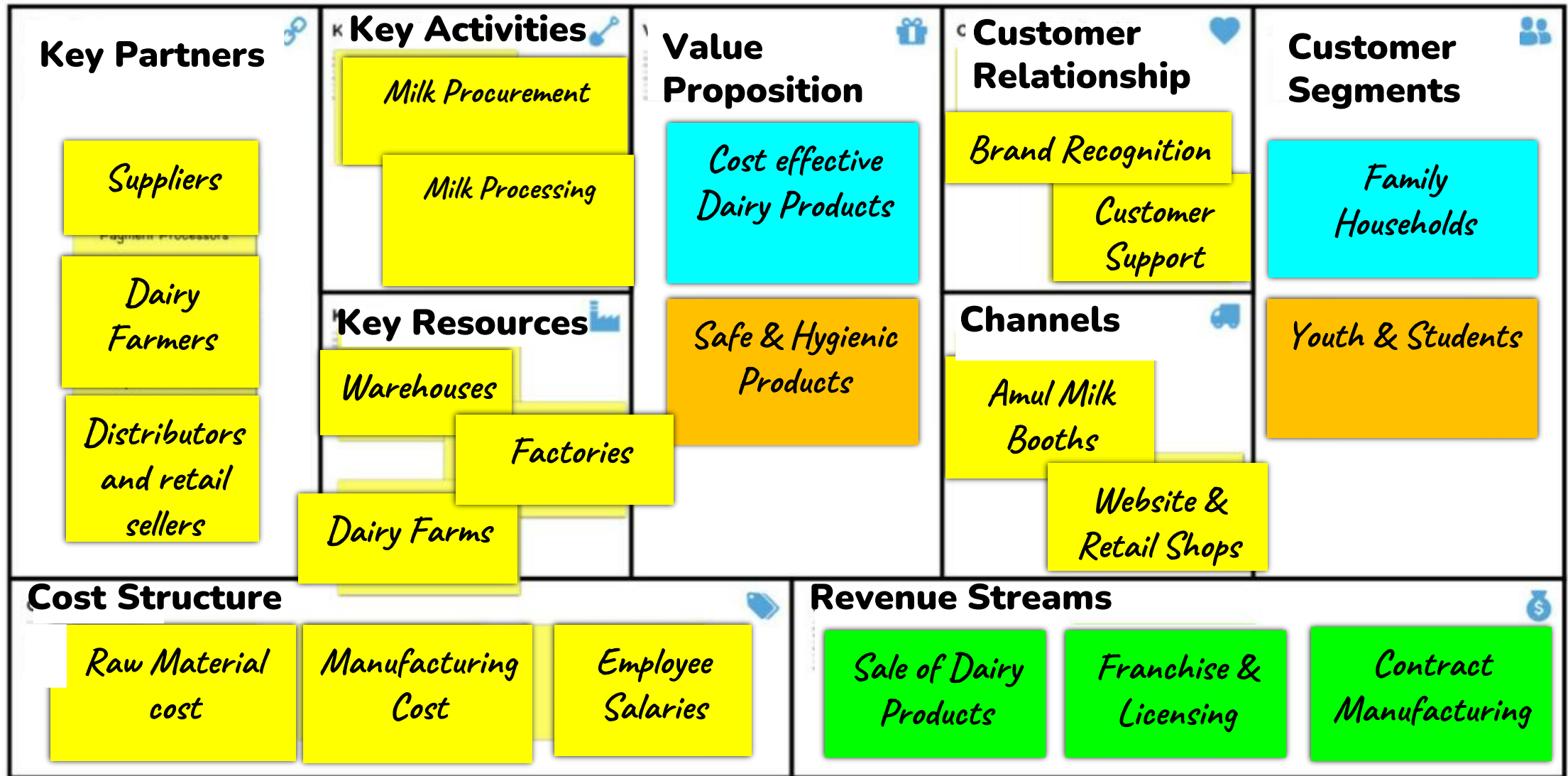
- What do you sell?
- To whom do you sell it?
- How do you acquire customers?
- What is a typical transaction?
- How will you go to market?
- How does product flow?
- Who else is involved
 - Distributor / Partner
 - Advertiser
- How do you make money ?



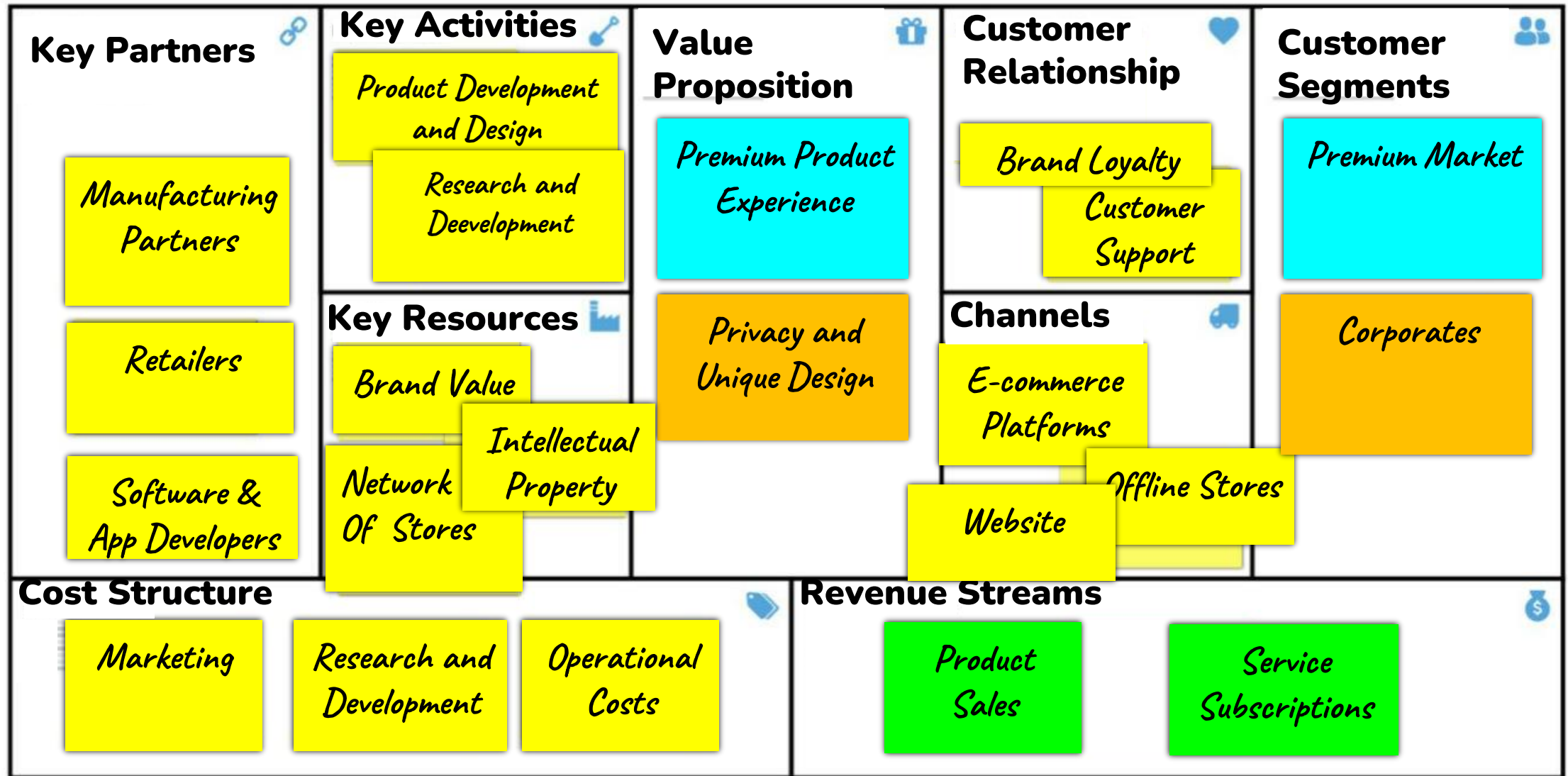
Sample BMC : Uber



Sample BMC : Amul



Sample BMC : Apple



Announcements : 5th Sep 2023

- **Project Teams**
 - 38 teams formed, can be viewed by students
 - https://docs.google.com/spreadsheets/d/10VwZfgh_PH2nsP7h8GXrEHQuwmKfNIDTHf_tAR3D4SY/edit#gid=2129459324
 - 29 students not yet in teams, pls do so immediately
 - Presentation Template will be shared
- **Innovation Sessions by Prof Kums**
 - 7 sessions, Sep 6th to Oct 4th
- **Mid Sem : 25 marks : INV : 5 marks : ENT : 20 marks**
 - **18th Sep , 16:00 to 18:00**
 - **Seating Arrangement will be shared by ASC / Faculty**
 - **Closed Book, Objective Questions & Application Questions**

| | Weightage | Tentative Schedule |
|--------------|-----------|--|
| Attendance | 10 | Thro the Sem |
| Quiz 1 | 10 | 30 th Aug |
| Mid Sem | 25 | 16 th to 24 th Sep |
| Team Project | 15 | Thro Sem, Ppt on 14/15 Nov |
| End Sem | 40 | 16 th to 26 th Nov |
| Total | 100 | |

Student Expectations : Engagement & Participation