

The background is a dark navy blue. It features several large, overlapping, semi-transparent geometric shapes in various colors: bright green, cyan, magenta, orange, and red. These shapes are arranged in a way that creates a sense of depth and movement, with some appearing to be layered on top of others. The overall aesthetic is modern and tech-oriented.

Welcome To WieHack 2018

Welcome To Tech-B Session



HELLO!

I am chetanya ved

I am **HEAD OF BVPIEEE E-CELL.**

Abstract geometric shapes in the top-left corner, including a green parallelogram, a light blue parallelogram, a brown parallelogram, a red parallelogram, and a purple parallelogram.

Hackathons

Abstract geometric shapes in the top-right corner, including a light blue parallelogram, a green parallelogram, a purple parallelogram, and a red parallelogram.

The slide features a dark blue background with abstract, colorful geometric shapes in the corners. On the left, there are overlapping shapes in shades of green, cyan, magenta, and orange. On the right, there are shapes in shades of purple, cyan, magenta, and orange. The central text is white and reads:

“Why are we doing Hackathons?”



Start Up!!

The concept of risk but fascinating!! One should go for it or not?

If yes then what is its path?

B-Plan

Is it important to have the plan in written or just have in mind doesn't works?

How can we measure the success rate of our start up?

From where should i start from?

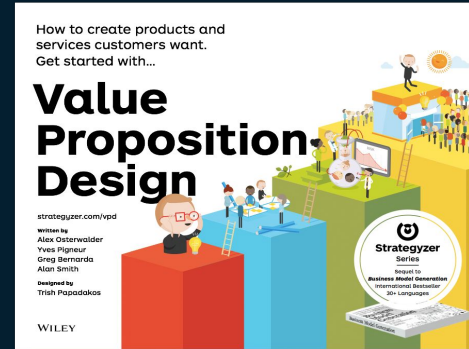
Eric Ries Business Model

Important Points required for developing a B-Model or B-Plan

- >Value Proposition
- >Targeting Audience
- > Search Of Resources
- >Channel of Marketing
- >Customer Relationships
- >Revenue Generation Streams
- >Key Partnerships
- >Key Activities
- >Cost or Pricing

Value Proposition

Categorise your designed product is it solving the problem or need.



Targeting Audience

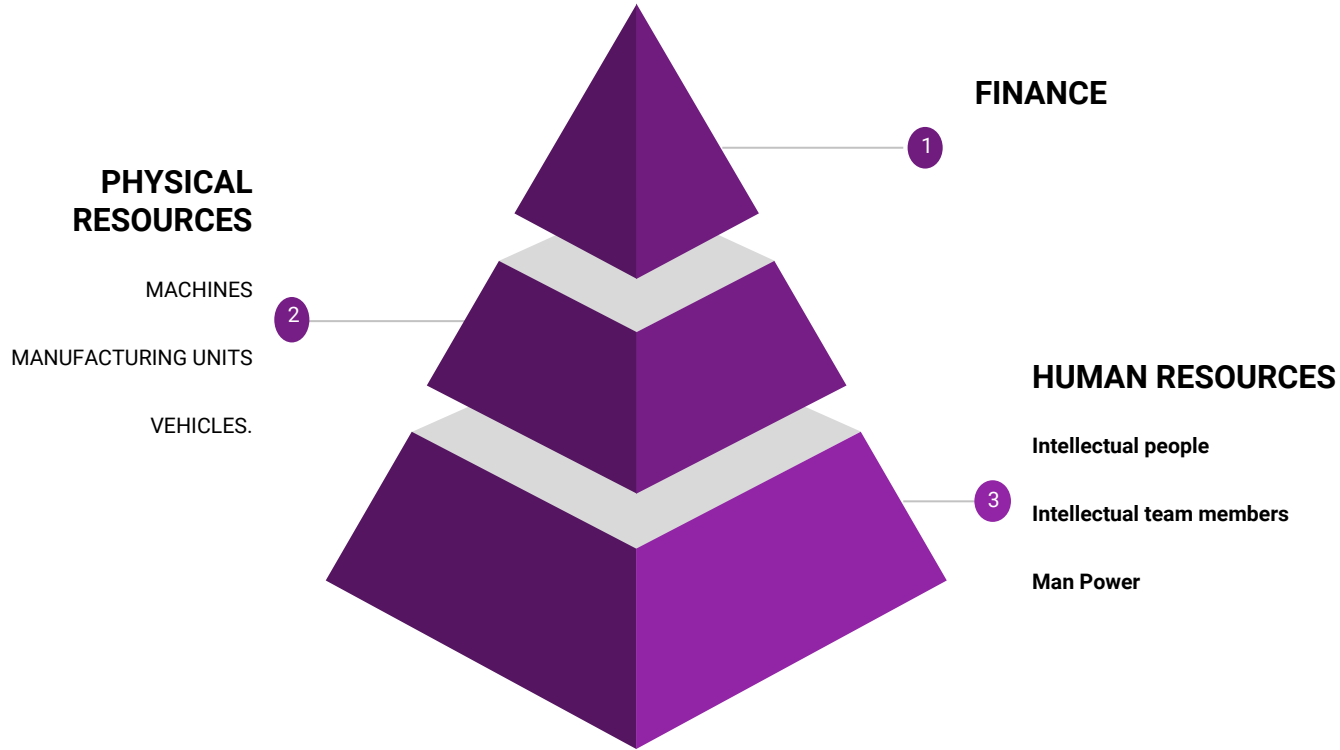
Whom Are you Targeting?

What is your customer segment?

Why should they purchase your product?

Or why should they hire your company for services?

Resource Estimation



Channel Of Distribution

MARKETING CHANNELS

Physical

Virtual



Customer Relationships

It's High time now!!! To pitch your product to the targeting audience.

Revenue Generation Streams

“-Time to Build Financial Strategy ”

Points to ponder :

- >Design the Revenue Model.
- >Pricing of your Product is the Tactics.
- >Analyse this how much customer want to pay for your designed product.

Example of Revenue Model



**Type of Revenue Model:
Subscription Based
Model**

Key Partnership

Collaboration is required for the purpose of gaining the experience of market.

The purpose of company tie ups are due to following reasons:-

Sharing the manpower and financial resources.

Sharing will also been done in terms of profits or data.

In simple terms we call it as “joint ventures”.

COSTS

Cost structure of implementing your
Business Model.

Key Activities

Production



**Problem
solving**



**Supply Chain
Management**





THANKS!

Any questions?

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