

SESSION ON BUSINESS MODEL CANVAS



TAMASO MA JYOTIRGAMAYA

Seth ghasiram gopikishan badruka educational society

Badruka College of Commerce and Arts

(Affiliated to osmania university, re-accredited with b++ grade by naac and an iso 21001:2018 certified college)



**ENTREPRENEURSHIP
DEVELOPMENT CELL**

SESSION ON

BUSINES MODEL CANVAS

SPEAKER

NIRANJAN SEELAM

CHIEF HONCER AND CO-FOUNDER @ HONC

EX CEO AND CO-FOUNDER ZIPPR

OPERATIONS HEAD AT REDBUS

DATE: 2-12-2025

TIME: 1:30PM

VENUE: BOARD ROOM

CENTENARY BUILDING

Event Report

The Entrepreneurship Development Cell organized A workshop on the Business Model Canvas as a part of our preparations for the finals of National Entrepreneurship Challenge – 2025 organized by IIT-B on 2nd December 2025 delivered by Mr. Niranjana Seelam, Chief Honcer and Co-founder at Honc, and Ex-CEO & Co-founder of Zippr and Operations head at Red Bus. With his extensive experience in entrepreneurship and operations, the speaker provided clear and practical guidance on how startups can structure, validate, and iterate their business ideas effectively.

Mr. Niranjana explained the purpose of the Lean Canvas as a one-page framework that helps founders break down complex business ideas into simple, testable components. He discussed each block in detail—Problem, Customer Segments, Unique Value Proposition, Solution, Channels, Revenue Streams, Cost Structure, Key Metrics, and Unfair Advantage. The speaker emphasized that identifying the right problem and validating customer needs are the foundation of a strong business model.

He also connected the Lean Canvas with the Business Model Canvas, explaining how it expands into a more operational perspective once the idea is validated. Using real startup examples, including insights from his journey with Zippr and Honc, he highlighted how business models evolve based on customer feedback, market demand, and scalability requirements. The session also covered practical aspects such as choosing the right customer acquisition channels, differentiating the product in a competitive market, and building sustainable revenue streams.

The session was interactive and engaging, with students asking questions about MVP development, refining value propositions, and building competitive advantages. The speaker provided actionable advice that students can apply to competitions, class projects, and real startup ideas.

Conclusion

The session enabled students to develop a deeper understanding of how Business Model Canvas serve as essential tools for designing, testing, and scaling startup ideas. The practical insights shared by Mr. Niranjan Seelam equipped the participants with a structured approach to think like entrepreneurs and refine their ideas with clarity and confidence. The knowledge gained will support students in preparing stronger pitches, business plans, and entrepreneurial projects in the future.



Student List

S.NO	NAME	COURSE
1	Sakshi Patel	BBA
2	Vidhya Diwani	BBA
3	Bhakti Patel	B. Com (Gen)
4	Laksh Purohit	BBA
5	K. Zuriel Francleme	BBA
6	Rithika Upadhayay	B. Com (B.A)
7	Mitali Sharma	B. Com (C.A)
8	Ishan Agarwal;	BBA
9	Harsh Pokar	BBA
10	Garv Sethia	BBA
11	Mir Shafath Ali	B. Com (Hons.)
12	J Mahita	BBA
13	Bhuvana Kruthi	BBA
14	Rohit Anand	BBA
15	Rishi Kadakia	B. Com (Hons.)
16	Rammurthy Chaurasia	B. Com (Hons.)
17	Laqsh Kumar Trivedi	B. Com (Hons.)