

Business Model Canvas: BMC

Report on “BMC”

Date of the Event	09.05.2025
Title of the Event and Lecture	Workshop on BMC
Name of the Resource Speaker	Mr. Ranjan Sathish” Founder Director, Waylink Pitstop Solutions Private Limited (Oleum), Bangalore, India
No.of Participants	86
Venue	SH 02

Business Model canvas (BMC), a one-day event at MVJ College of Engineering, provided students with a platform to learn and design their own business ideas into BMC framework or business blueprint. The event, held on 9th May, brought together students and industry professionals to foster creativity, teamwork, and critical thinking. **The chief guest for the event was “Mr. Ranjan Sathish”, Founder Director, Waylink Pitstop Solutions Private Limited (Oleum), Bangalore, India**

Objectives

- Understand the BMC Framework – Learn the purpose, structure, and importance of the building blocks of the BMC.
- Apply BMC to Real Business Scenarios – Practice filling out a BMC for existing businesses or new ideas to identify strengths and gaps.
- Develop Strategic Thinking – Gain insights into customer needs, revenue streams, and cost.

Event Overview

The workshop on “Business Model Canvas (BMC)” was organized in association with Institute Innovation Council (IIC) on 9th May, 2025. The event was presided over by Dr. Brinda Mohan, Dean (Administrative), with **Mr. Ranjan Sathish, Founder Director, Waylink Pitstop Solutions Private Limited (Oleum), Bangalore, India**. The welcome address was delivered by students: Ms. Maria and Ms. Manaswani, and the session took place at Seminar Hall – 2 from 9:15 AM to 10:45 AM.

Mr. Ranjan Sathish, a renowned business strategist, delivered a lecture that provided a comprehensive overview of the Business Model Canvas (BMC). He effectively illustrated the purpose of BMC by presenting a blueprint and explained strategies for modeling a business canvas using examples from OLA and UBER. Although his session was cut short to 1 hour due to unforeseen health issues, Mr. Sathish's insights were invaluable. We extended our heartfelt gratitude to the speaker, organizers, and participants for their valuable contributions to the event.

Acknowledgments

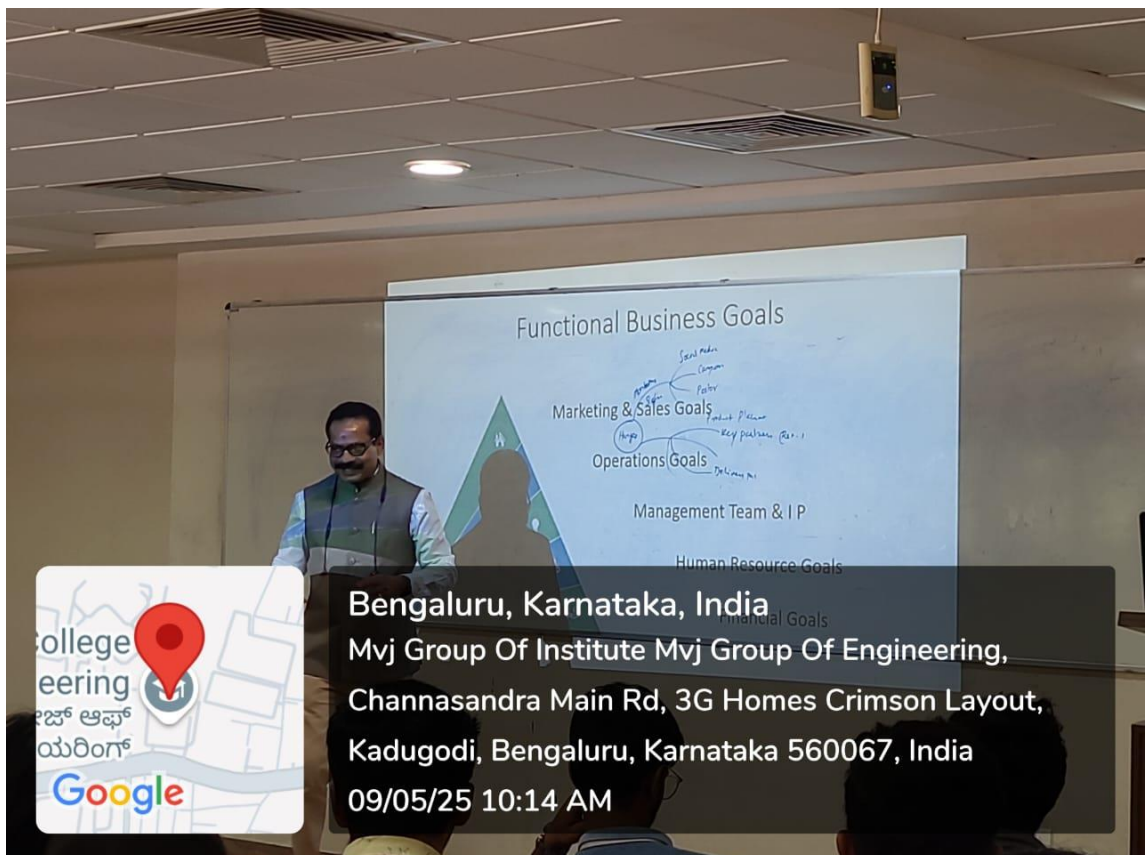
Special thanks to **Mr. Ranjan Sathish** for the session. We also extend our gratitude to **Shri M J Balachandrar M** and **Dr. Ajayan K. R., and Dr. Brinda Mohan** for their continuous support. The organizing team appreciates the efforts of **coordinators, and students** for their contributions to the success of this event.



Dr. Brinda Mohan welcoming chief guest Mr. Ranjan Sathish



Lecture by the speaker



Lecture by the speaker



The speaker interacts with students