

#14, Ramohalli Cross, Kumbalagodu, Mysore Road, Bangalore-560074

RajaRajeswari Institution Innovation Council (RRIIC)

(Approved by MoE : ICIC201912297)



Workshop on “Business Model Canvas” : Department of Master of Business Administration, Department of Master of Computer Applications & RajaRajeswari Institution Innovation Council (#RRIIC) jointly organized a **Workshop on “Business Model Canvas”** in association with **#Pongu #Ventures**, Chennai on **Thursday, 31st March 2022** between **11.00 A.M. – 12.30 P.M.**

Resource Person:

Mrs. B. Preethi B, B.E, M.S, (USA)

Startup Venture Designer & Mentor,

Pongu Ventures, Chennai

Venue :

Googlemeet : Video call link: <https://meet.google.com/ooz-aqaj-fgp>

Description: Students and faculty members of Institution Innovation Council of RRCE are given hands on session on “**Business Model Canvas**” and brainstorming on Business Model Canvassing, Unique Selling Propositions (USP), Customer Segmentation, different types of Customer and customer segmentations in detail.

Number of Students Attended the Workshop: 57

Number of Faculty members attended: 11

Star Faculty : Dr N Muthukumar, Professor and Head – M.B.A Dept, and Member - RRIIC

Student Co-ordinator : Mr. Altamash, 7th Sem ISE Dept.

Organizing Committee :

Dr.T.Chandrashekar, Principal

Dr.R.Balakrishna, Dean – RRCE

Dr. J. Amutharaj, President-RRIIC

Dr.S.Usha, Vice President –RRIIC

Dr.C.Ramesh, Convener - RRIIC

Dr.N.Muthukumar, Professor and Head – M.B.A.

Dr.Neha Singhal, Professor and Head – M.C.A.

Workshop Poster



**RajaRajeswari College of
Engineering, Kumbalgodu, Bengaluru.**



RR Institution Innovation Council (RRIIC)



Resource Person



Mrs. Preethi B B.E, M.S(USA)

Startup Venture & Mentor

**Topic: Workshop on
Business Model
Canvas**



Google Meet

DATE: 31st Mar 2022

Time : 11:00 A.M - 12:30 PM

Organising Committee

Dr T. Chandrashekar
Principal

Dr R.Balakrishna
Dean & Advisor - RRIIC

Dr S. Usha
Dean - Research & VP - RRIIC

Dr J. Amutharaj
President - RRIIC

Dr C. Ramesh
Convener - RRIIC

Dr.Rajesh K S
Advisor - RRIIC

Dr.P.Ebby Darney
Advisor - RRIIC

Staff Coordinators

Dr.N. Muthu Kumar,
Prof. & HoD - M.B.A.

Dr.Neha Singhal,
Prof. & HoD - M.C.A.

Dr.D.Sobya,
Start up Co-ordinator

Dr. T. Subburaj
Member - RRIIC

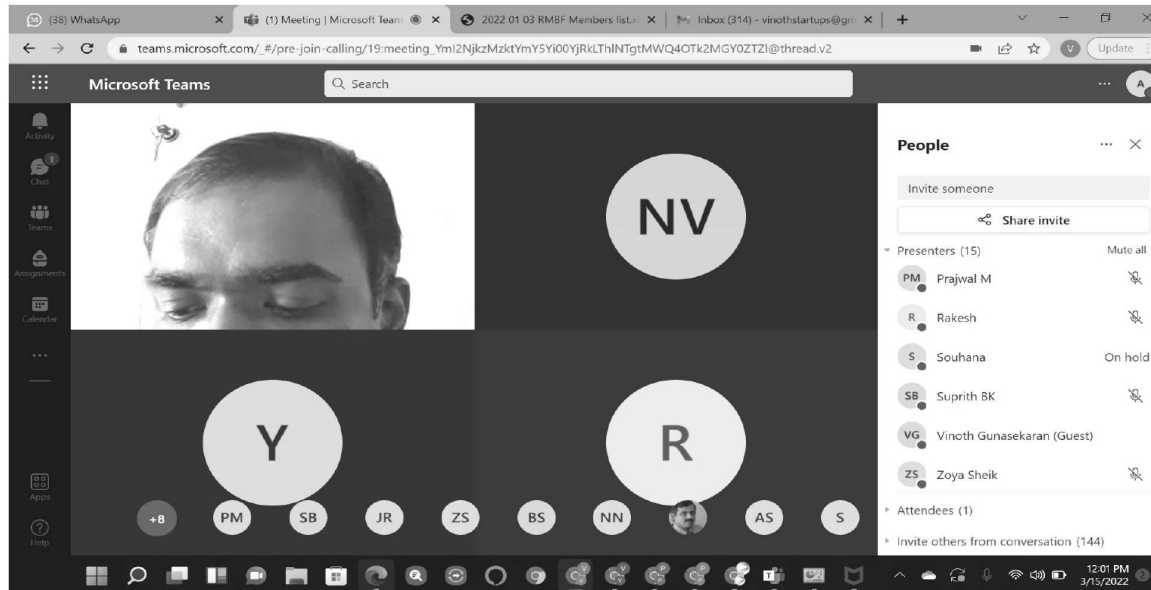
Prof. Dhananjeyan,
AP - M.B.A.

Prof. B. Sowmya
AP - M.B.A.

Prof. Deepa K.R
AP - M.C.A

Prof. Priyanka
AP - M.C.A

Event Photographs – Online Session Screenshots



Dr Amutharaj Jo...

Preethi Vinth P...

Vinith Pongu

Chandan

Goeda

soundarya p...

Recording

LIVE on YouTube

Customer Segmentation

- a) Demographic
- b) Geographic
- c) Psychographic
- d) Behavioral

Benefits of Customer Segmentation

- Stronger marketing message
- Very effective marketing tactic
- Targeted ads
- Attract quality leads etc
- Deeper bond with your customers
- Best for frugal startups

Participants (85)

Q Find a participant

DA	Dr Amuthar...	(Me, participant ID: 668486)	
PV	Preethi Vinth P...	(Host)	CR
DA	Dr Amutharaj Joyson ...	(Co-host)	CR
DA	Dr D. SOBHA	(Co-host)	CR
VP	Vinith Pongu	(Co-host)	CR
VP	Vinith Pongu	(Co-host)	CR
A	Abhishek		CR
A	Abinaya V Yadav		CR
A	Akandeswari L		CR
Am	Anilkumar Herakal		CR
AK	Aparna K		CR
A	Araind		CR
AS	Ashika S		CR
CR	C R KRAN		CR
C	Chandan		CR
	Chethan Kumar s(173767013)		CR
CR	chethukinat	OWS	CR


Click to join audio

Participants in Online Sessions


Recording

on YouTube

View



Vinoth Pongu

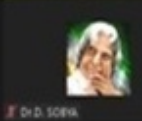


Pragathi Vinoth Pongu


Dr Amutharaj Jo...

Chandan

GBK



Dr D. SOEIV



muruganandamurugan


Naveen AJ

Dr Amutharaj Jo...

Rashmi Hiremath

Firdose Tabassum

Vinoth Pongu



Akhiladevian L

Sneha Sneha

chetu kanak

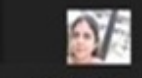
varshini

DR. RAJENDRAN T

Megha m Megh...

Manohar A B

MADHUSHREE C



Aravind

Siddharudh

OnePlus 8

Guru

Click to join audio

Participants (28)

Find a participant

DA

Dr Amuthar...

(Me, participant ID: 669496)

VP

Pragathi Vinoth Pongu...

(Host)

VP

Vinoth Pongu (Co-host)

DA

Dr Amutharaj Joyson ...

(Co-host)

Dr D. SOEIV (Co-host)

VP

Vinoth Pongu (Co-host)

Akhiladevian L

Invite

Raise Hand

Chat

From GBK to Everyone

May I ask a question?

Activate Windows

Go to Settings to activate Windows.

Type message here...