

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

**Department of Information Science & Engineering**

**&**

**RajaRajeswari Institution Innovation Council (RRIIC)**

**(Approved by MoE : IC201912297)**



**Department of Information Science and Engineering & RajaRajeswari Institution Innovation Council (RRIIC) organized an Entrepreneurial Leadership Talk “Lean Canvas – A Precursor to Business Model Canvas” on 27<sup>th</sup> February 2021.**

**Type of Program:** Motivational Talk on Lean Canvas

**Title:** Leadership Talk on Lean Canvas – A Precursor to Business Model Canvas

**Date:** 27.2.2021 (Saturday) & **Timing:** 9.30 A.M. to 11.00 A.M.

**Resource Person:**

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

**Start up Venture Designer,**

**Pongu Ventures, Chennai.**

**Target Audience: I, II, III and Final Year B.E Students and Faculty Members & Aspiring Entrepreneurs**

**Number of Students Attended: 56**

**Number of Faculty members attended: 22**

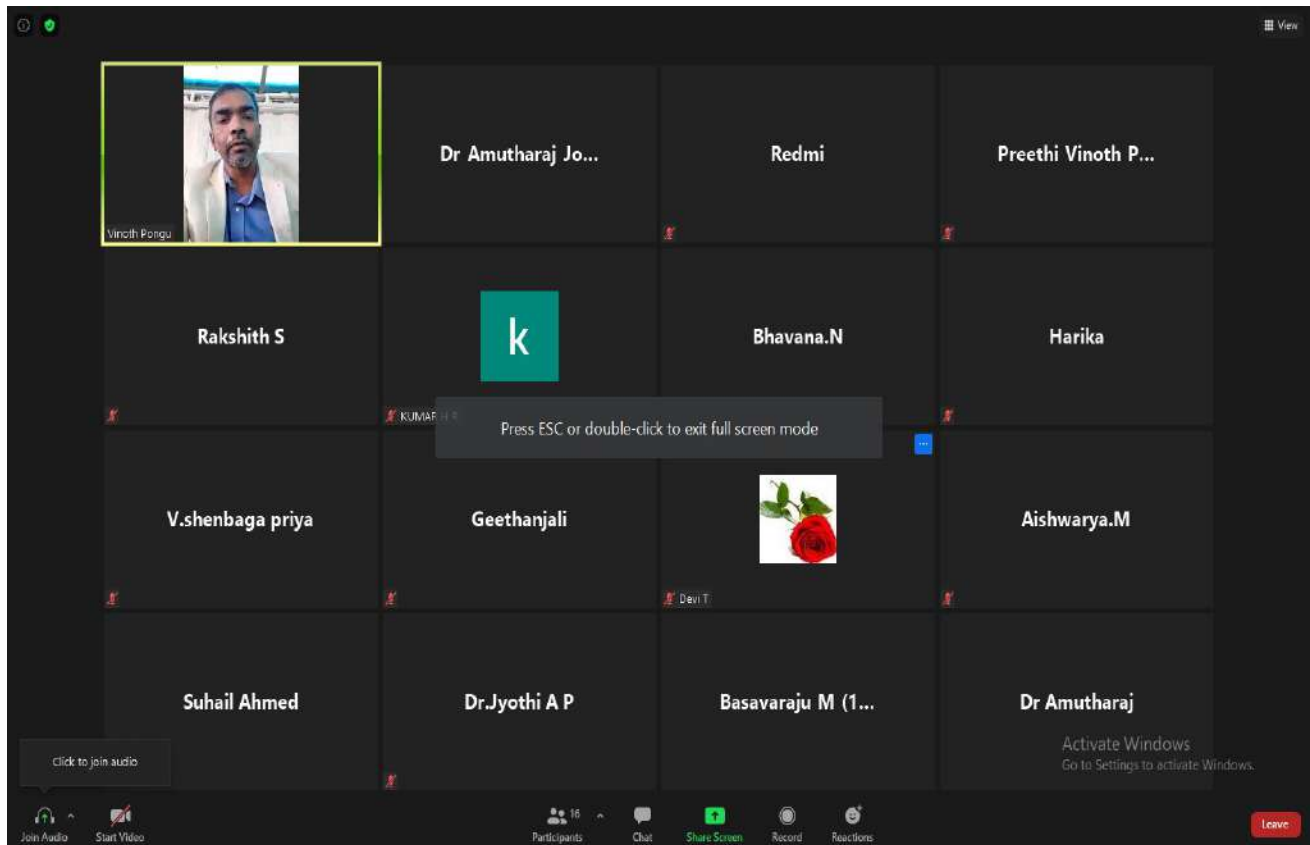
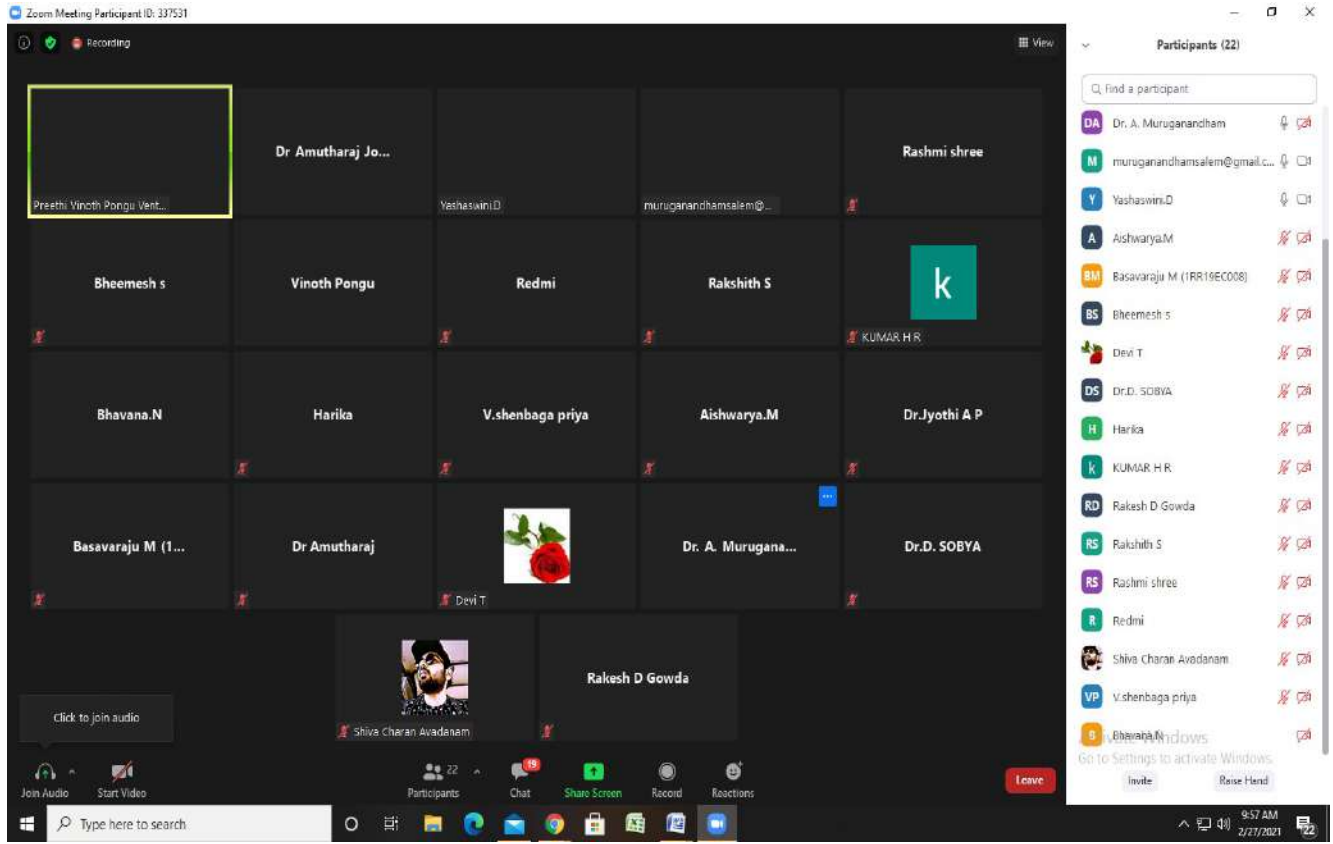
**Expected Outcome:**

1. Introduction to Lean Canvas
2. Components of Lean Canvas  
Problem Identification, Solution Methodology, Unique Value Proposition, Customer Segmentation
3. Business Model Canvas Vs Lean Canvas
4. Advantages of Lean Canvas and Limitations
5. Hands on Session on Lean Canvas & Interactive Discussion

**Organizing Team**

1. **Dr.T.Chandrashekar**, Principal - RRCE
2. **Dr. J. Amutharaj**, President, RRIIC
3. **Dr.S.Usha**, Vice - President - RRIIC  
Dean (Research) & Professor and HoD, CSE, RRCE
4. **Dr.C.Ramesh**, Convener – RRIIC
5. **Dr.D.Soby**a, Start up Co-ordinator – RRIIC
6. **Mrs. Rajeshwari**, AP - ISE

# Event Photographs



Lean Canvas

You are viewing Preethi Vinoth Pongu Ventures' screen

E-mail ID: Start-up Name: Co-founder Name: Date: Version:

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
1 main problem that we are mainly going to Solve 5 Sub Problems	Features in MVP to address the main problem Other Top features to be implemented in the future to address the sub problem	Single, clear and compelling message that states why you are different and worth buying	Can't be easily copied or bought	Target Customers
Existing Alternatives	Key Metrics	High-Level Concept	Channels	Early Adopters
List how these problems are solved today by competitors.	Key activities you measure	Linkedin for Farmers Naukri for Bluecollars	Path to customers Marketing Channels	List the characteristics of your ideal customers.

Cost Structure	Revenue Structure
List your fixed and variable costs. Customer acquisition costs Distribution costs Server Hosting, Licenses, Plugin Rent and salaries	List your sources of revenue. Revenue Model Life Time Value Revenue

Click to join audio

Dr Amutharaj Jo... Bheemesh s Vinoth Pongu Hema Shree

Join Audio Start Video

Preethi Vinoth Pongu V...

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Zoom Meeting Participant ID: 337531

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Dr Amutharaj Jo... Bheemesh s Vinoth Pongu Dr Amutharaj Varun c

## Business Model Canvas Vs Lean Canvas

Both BMC and LC are visual representations

BMC	LC
Leans around selling a specific product or service of existing business	Zeroes in on solving a problem
It started as an alternative to B Plan	Its a variation of BMC for Lean Startups
Defines key activities that generate value and revenue for the business.	It encourages focusing on the problem as the starting point for building a business.

### Disadvantages of BMC

- It not for businesses in very early stages of development.
- It is often only used as a checklist

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Slide 2

Join Audio Start Video

Participants Chat Share Screen Record Reactions

Leave

Chat

From Redmi to Everyone: hi Gud mg

From Rakshith S to Everyone: ECE

From Redmi to Everyone: event,first ece

From Geethanjali to Everyone: first

From Preethi Vinoth Pongu Ventures to Everyone: pongu/lean-canvas

From Rakshith S to Everyone: Yes ma'am

From Mr to Everyone: Welcome one and all. - Dr.Amutharaj Joyson, President - RRIIC, RajaRajeswari College of Engg, Bangalore.

From Rakshith S to Everyone: done ma'am

From Redmi to Everyone: place first slide

Activate Windows  
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Type message here...

9:50 AM  
2/21/2021

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Preethi Vinoth P...

### Lean Canvas

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Cost Structure		Revenue Structure		
List your fixed and variable costs. Customer acquisition costs Distribution costs Server Hosting, Licenses, Plugin		List your sources of revenue. Revenue Model Life Time Value Revenue Gross Margin		

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Participants (18)

9:53 AM 2/27/2021

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Dr. Amutharaj Jo... | Vinoth Pongu | Dr. Amutharaj | Dr. A. Murugana...

Preethi Vinoth P... | Nishaswini D

Recording

Startups Go Lean Oct 2020

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Background Layout Theme Transition

### Lean Canvas

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Cost Structure		Revenue Structure		
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A clear USP helps consumers to understand differences - even non-existent differences<sup>10</sup> - between brand offerings in a category, and may also help consumers to form a positive attitude towards a brand and may ultimately contribute to increased levels of brand recall<sup>11</sup>

Participants (23)

9:58 AM 2/27/2021