



DAYANANDA SAGAR UNIVERSITY

Hosur Main Road, Kudlu Gate, Bengaluru - 560 068

Department of Computer Science and Technology

Report on

BUSINESS MODEL PRESENTATION

Event Name: BUSINESS MODEL PRESENTATION

Date: 02/05/2023

Time: 01:30 PM – 4:00 PM

Venue: G-038, B-Block, DSU-Kudlu gate.

Jury Members:

1. Mr. Vinod Shankar, CEO, AIC-DSU Innovation Foundation
2. Prof. Baskar Venugopalan, Prof. of Practice, CST, SoE, DSU

The business model presentation competition, held on 2nd May 2023 by the CST department, was a highly anticipated event for young and aspiring entrepreneurs. The event started at 1:30 PM with a welcome to Mr. Vinod Shankar by Prof. Baskar Venugopalan. This event aimed to provide a platform for participants to showcase their innovative and creative business ideas, while also giving them an opportunity to network with like-minded individuals. The purpose of the competition was to encourage entrepreneurship and innovation by providing a platform for participants to present their unique business models.

The judges Mr. Vinod Shankar and Prof. Bhaskar Venugopalan are highly experienced industry professionals who evaluated the presentations based on various criteria such as feasibility, innovation, market potential, and sustainability.

It provided an opportunity for participants to learn from one another while also gaining valuable feedback from experienced judges. The competition served as a stepping stone for budding entrepreneurs to turn their ideas into successful businesses.

Each Business idea stood out by implementing their ideas for various problem statements. Each team was able to present their creative prototypes and innovative business models. There were overall 7 teams that participated. Each team had different problem statements in different fields.

The winning team presented a solution for development in the Women's healthcare department. The solutions and models presented can prove to be effective for the better healthcare of women. The model explained the freemium services on the menstrual sanitary products which can help women a lot to access them.

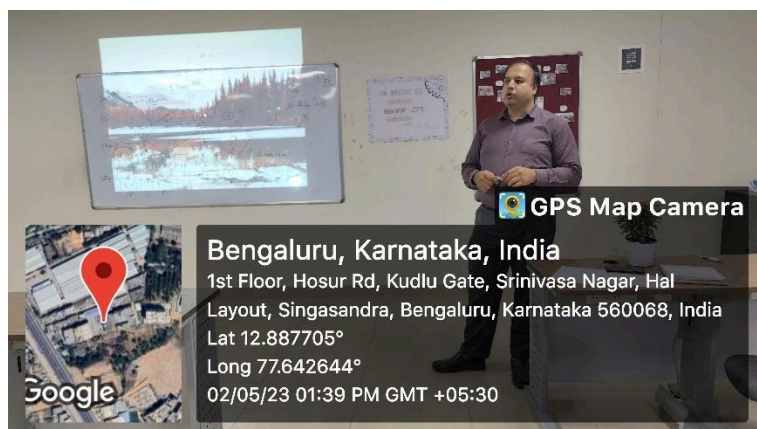
The runner-up team came up with a solution to mix up nail polish colors with the mixer model. The prototype presented was very effective and had the potential for market growth.

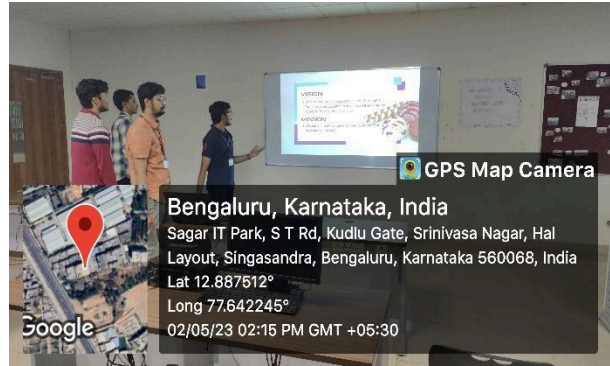
The second runner-up's team presented solutions for ice-creams being unhealthy and calorific. The solution to reducing the calorific value by 20% caught the eyes of the judges.

Participants learned that effective communication involved not only delivering a clear message but also engaging with their audience and addressing questions or objections. They were encouraged to use visual aids such as graphs, charts, and diagrams to support their arguments and create a memorable impression. Overall, participants acknowledged that the competition provided them with valuable feedback from judges and peers, which helped them to refine their business models further.

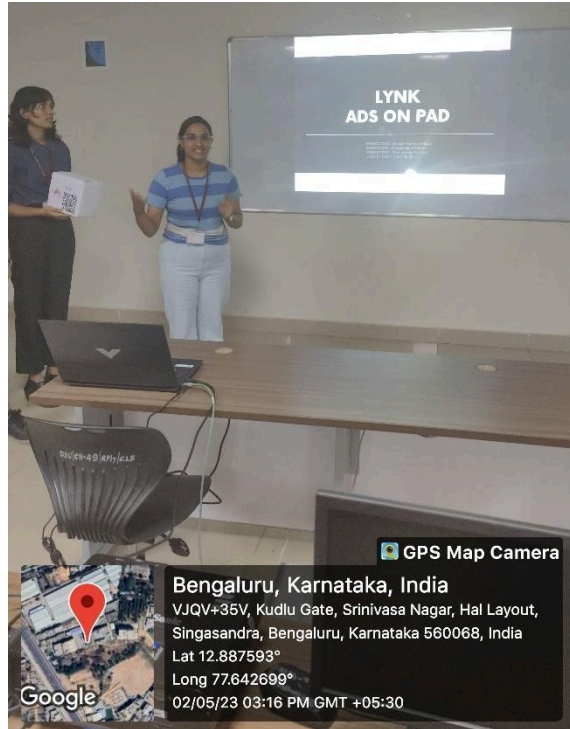
All the winners were awarded certificates and prizes. They were very happy and got more confidence to work on such projects.

A few photos taken during the event are shared here:









GPS Map Camera

Bengaluru, Karnataka, India

VJQV+35V, Kudlu Gate, Srinivasa Nagar, Hal Layout,
Singasandra, Bengaluru, Karnataka 560068, India

Lat 12.887593°

Long 77.642699°

02/05/23 03:16 PM GMT +05:30

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