



Gujarat Technological University
(Accredited with A+ Grade by NAAC)

GTU School of Management Studies

Report On “Workshop on Business Model Canvas: From Idea To MVP”

1) Title of Event: Workshop on Business Model Canvas: From Idea To MVP

2) Type of Event: Workshop

3) Date, time and Venue of the Event:

Date: 9th & 10th April 2026

Time: 10:30 AM Onwards

Venue: Acharya Chanakya Hall, Academic Block-4, GSMS

4) Description of the Event:

The Workshop on Business Model Canvas: From Idea to MVP by Dr. Pritesh Bhatia, Assistant Professor from GLS University was organized at GSMS aiming to highlight the importance of teamwork in design thinking. It helped teams to define ambiguous problems clearly and generate actionable, practical and creative solutions, to encourage teamwork, and to break down lack of collaboration to drive an innovation. It also helped students to foster a human centric approach - shifting from "product first" to "user need first.”

5) Expert and his Brief Speech:

Dr. Pritesh Bhatia, Assistant Professor, GLS University, Ahmedabad, explained how every successful startup begins with a clear understanding of its business model, not just the product. He introduced the Business Model Canvas (BMC) as a simple but powerful tool to convert an idea into a structured business plan. He highlighted the following key points:

- Importance of identifying the problem and solution fit before building anything
- Understanding the customer segment and creating a clear value proposition
- Developing the Minimum Viable Product (MVP) to test assumptions quickly
- How startups can avoid failure by validating ideas early
- Real examples of businesses that used BMC to grow

He also encouraged students to adopt an entrepreneurial mindset and to continuously test, learn, and improve their ideas.

6) Number of Participants:

A total of 83 students of BBA 2nd semester attended the workshop.



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7) Geotag Photograph of the Event:



8) Flyer of the Event:

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**Workshop on
Business Model Canvas: From
Idea to MVP**

with
Dr. Pritesh Bhatia
Assistant Professor
GLS University, Ahmedabad

9th & 10th April 2026
Acharya Chanakya Hall
10.30 AM Onwards

Invited By
Dr. Rajesh K. Jain
Director - GSMS

Coordinator
Dr. Neela Multani
Assistant Professor - GSMS

Locate us @ : GTU SMS, Academic Block-4, GTU Campus, Visat Gandhinagar Highway,
Chandkheda, Ahmedabad Gujarat

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9) Feedback of the Event:

The workshop on “Business Model Canvas: From Idea to MVP” conducted by Dr. Pritesh Bhatia was highly informative and impactful for all the participants. The session successfully connected theoretical concepts with real-life application, making it very useful for management and entrepreneurship students. The workshop was an enriching learning experience that provided students with a clear and practical understanding of how to convert an idea into a structured business model. Dr. Pritesh Bhatia’s engaging style, simple explanations, and real-world examples made the concepts easy to understand. The session effectively encouraged entrepreneurial thinking and gave students the confidence to work on their own ideas using the Business Model Canvas and MVP approach. Overall, the event was successful and highly valuable for all participants.

10) Photographs of the Event:





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11) Social Media Post:



Coordinator of Event:

Dr. Neela Multani, Assistant Professor, GSMS

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