

Chapter/Student Branch Name:CMR Technical Campus

Region: V

Event Date: 22-12-2020

Event Title:A webinar on "Idea validation and creating viable business plan"

Speakers:

Mr.Roshan founder Scroll well, Mr. kashish Co-founder scroll well

Gist of the Event:

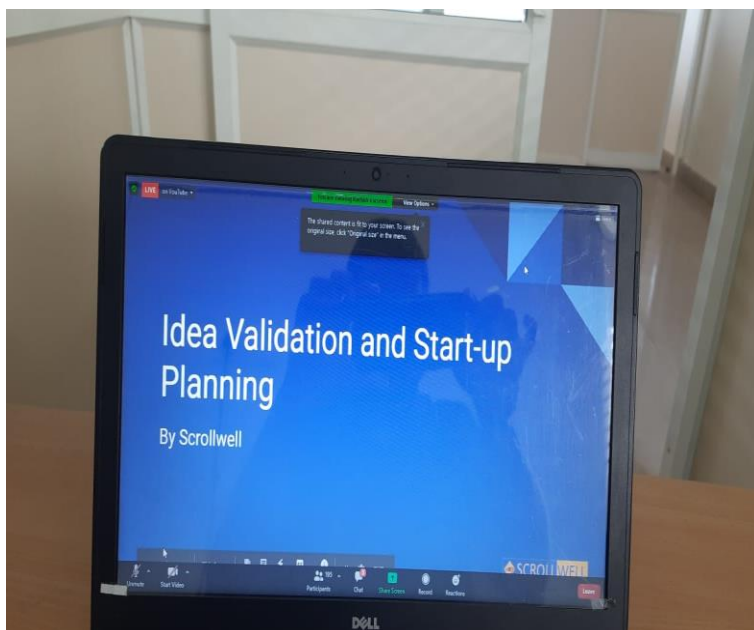
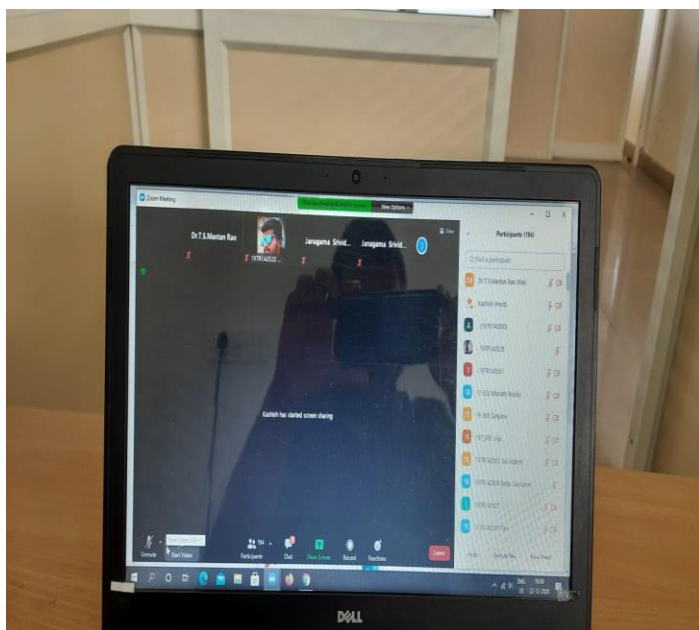
Objectives:

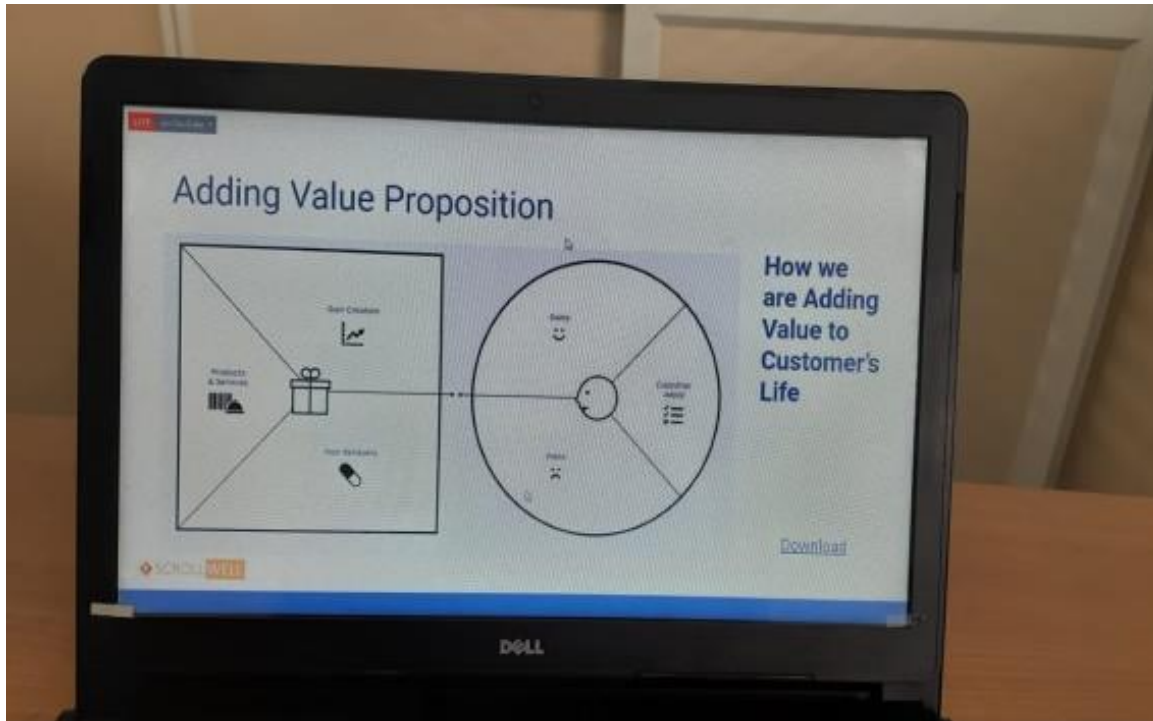
- To make the students to understand the need of validating the problem
- To understand how to validate the market
- To understand how to validate the product and its efficiency

In this session speaker explain in detail about need of validating the problem and standard practises for validating the problem. In this regard he explained about product/service canvas with real world example, process of adding value proportion to the product. Different approaches to study the market.

Outcomes:

- Able to validate the problem
- Able to survey the market
- Able to estimate product performance and efficiency
- 116 students and 7 faculty participated.





Business Model Canvas

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Key Partners (Key Partners)	Key Activities (Key Activities)	Value Propositions (Value Propositions)	Customer Relationships (Customer Relationships)	Customer Segments (Customer Segments)
	Key Resources (Key Resources)		Channels (Channels)	
Cost Structure (Cost Structure)		Revenue Streams (Revenue Streams)		

SCROLLWELL

zoom

1:01:39 / 1:10:15

Video link: <https://www.youtube.com/watch?v=Lr3JGP-R3Ss&feature=youtu.be>