



K. S. INSTITUTE OF TECHNOLOGY

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#No. 14, Raghuvanahalli, Kanakapura Road, Bengaluru - 560109

DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

Report on

One-Day Workshop on Business Model Canvas: Marketing & Sales Strategy

Semester:	4 th & 6 th Semester
Event Type:	Workshop
Venue:	Seminar Hall, Ground Floor (New Building)
Event Name:	One-Day Workshop on Business Model Canvas: Marketing & Sales Strategy
Chief Guest	Mr. V M Tejus & Ms. Vaishali Bhosle Co-founder, Sisail, Bengaluru.
Date / Duration	27th February 2026 / 6 Hrs.
No. of Students:	15 Teams (CS 12 & other branches 46 Students)
Online link/Offline:	Offline

Objectives / Key Highlights:

The One-Day Workshop on “Business Model Canvas – Marketing & Sales Strategy” was organized with the following objectives, aligning with the entrepreneurial development goals of students and the activities of the Entrepreneurship Development Cell

1. To introduce the Business Model Canvas framework for structuring startup ideas and business Strategies.
2. To encourage entrepreneurial thinking and innovation by identifying real-world problems and Developing startup solutions.
3. To provide hands-on experience through team-based activities and presentations of business models.

Participant details - No. of Participants: 56

Students (internal/external): Internal (CSE/ECE/ICB Department students)

Faculty: 3

Photos (Geo Tagged) : Attached

Inaugural Session:

The Entrepreneurship Development Cell of K. S. Institute of Technology, Bengaluru, in association with the Department of Computer Science and Engineering, organized a One-Day Workshop on “Business Model Canvas – Marketing & Sales Strategy” on 27 February 2026 (Friday) at 9:30 AM in the Seminar Hall, Ground Floor, New Building.

The workshop began with an inaugural session in the presence of Dr. Dilip Kumar K, Principal/Director, KSIT, who addressed the gathering and emphasized the importance of entrepreneurial thinking and innovation among engineering students. He highlighted how such initiatives help students move beyond theoretical learning and develop practical business perspectives.

Dr. Rekha B Venkatapur, Professor and Head, Department of Computer Science and Engineering, also addressed the students and encouraged them to actively participate in entrepreneurship-oriented activities organized by ED Cell. She emphasized the role of innovation, problem solving, and collaboration in building successful startups.

Photos:



Inauguration of Business Model Canvas 2026

Following the introductory session, students were divided into teams and were asked to work on startup ideas from sectors of their interest. Each team was required to identify a specific customer segment, define the problem they aim to solve, and develop a clear value proposition. Teams also worked on identifying suitable marketing channels, sales strategies, and customer acquisition plans.



Teams working on their startup Business Model Canvas

As part of the activity, teams were asked to estimate how they would acquire their first 50 customers, discuss possible pricing strategies, and outline a basic revenue model for their proposed startup idea. This exercise helped students understand the practical aspects of converting an idea into a structured business plan.

During the later session, participating teams presented their Business Model Canvas in front of the audience and judges. Each team explained their startup concept, target customers, market approach, and revenue strategy. The presentations were evaluated based on innovation, feasibility, clarity of value proposition, and overall business strategy.



Student Teams presenting their Business Canvas

The event witnessed active participation from multiple student teams, who enthusiastically presented innovative ideas across various domains. Based on the evaluation, the best performing teams were recognized and awarded certificates for their outstanding ideas and presentations.



Student teams recognized for their innovative business model ideas.

Impact of the Event:

The workshop created a practical learning environment where students could apply entrepreneurial thinking and develop structured business ideas. It helped students understand the importance of identifying customer needs, defining value propositions, and designing marketing strategies. The activity also improved students' teamwork, communication, and presentation skills. The event also strengthened the role of the Entrepreneurship Development Cell in promoting startup culture within the institution.

Outcome of the Event:

- Students gained practical exposure to the Business Model Canvas framework used for startup planning and business model development.
- Participants learned to analyze customer segments and develop value-based solutions, along with basic marketing and sales strategies for startup ideas.
- The workshop encouraged innovation, teamwork, and entrepreneurial mindset, promoting startup awareness among the students.

Dr. Krishna Gudi

Chief Coordinator, ED Cell

Dr. Rekha B Venkatapur

Professor & HoD-CSE

Dr. Dilip Kumar K

Principal & Director

Teams Participated

SL. No	Team Name	Team Members	Mobile Number	USN	Department	Semester	Section
1	Shakthi	Navya P	8618474735	1KS23CS092	CSE	6	B
2		Nisarga N	9019836804	1KS23CS096	CSE	6	B
3		Pranavika M	7760567219	1KS23CS112	CSE	6	B
4		Manya BR	8660016017	1KS23CS083	CSE	6	B
5	TEAM PROFIT PACK	Athish Kashyapa	9844267652	1KS24CS021	CSE	4	A
6		Hasini K N	6362050068	1KS24CS052	CSE	4	A
7		Aditi K	9845012884	1KS24CS005	CSE	4	A
8		SujanaShree V	8951934566	1KS24CS150	CSE	4	C
9		Sakshi Ramesh	8073222919	1KS23CS137	CSE	6	C
10		Vunnam Thanuja	9014514961	1KS23CS185	CSE	6	C
11		Yashaswini KT	8088943390	1KS23CS187	CSE	6	C
12	TECHNO SPARKS	PRIYA DARASHINI	8088122253	1KS24EC075	ECE	4	B
13		SHILPA SHREE.N	8431343729	1KS24ECO92	ECE	4	B
14		TEJASWINI	7022214639	1KS24EC108	ECE	4	B
15		YASHASWIN P	7019303307	1KS24EC118	ECE	4	B
16	CIRCUIT BREAKERS	YASHASWINI.M.N	8867555101	1KS24EC119	ECE	4	B
17		RAMYA	9739927762	1KS25EC407	ECE	4	B
18		ROHINI.H.G	9740290205	1KS24EC078	ECE	4	B
19		THANUSHREE	8867273085	1KS25EC411	ECE	4	B
20	Caelix	Bhavika V N	9632009827	1KS25IC008	ICB	2	I
21		Hasini Y	9481572962	1KS25IC021	ICB	2	I
22		Chetan Surya V	7204589254	1KS25IC010	ICB	2	I
23		Rachana A	8904043656	1KS25IC047	ICB	2	I
24	Zen Denizens	Apoorva S	7975498593	1KS25CS010	CSE	2	A
25		Devayani K Kajor	9663867069	1KS25CS026	CSE	2	A
26		Samhita R	8317380376	1KS25CS108	CSE	2	B
27		Disha V	7259046519	1KS25CS030	CSE	2	A
28	C2A	ABHAY GANESH	8904787686	1KS25EC001	ECE	2	G
29		ACHUYTA	6361631011	1KS25CS002	CSE	2	A
30		CHANDAN	8431837320	1KS25CS021	CSE	2	A
31	8 ball	Vishal M U	8431672481	1KS25EC054	ECE	2	G
32		Chetan J	9916938697	1KS25EC022	ECE	2	G
33		Ankit Ananthraj	7338030254	1KS25ECO13	ECE	2	G
34		Kunal Sai P Reddy	6366618154	1KS25EC051	ECE	2	G
35		Gunashree N	7026985672	1KS25EC034	ECE	2	G
36		Gaanika Shridhar	9900041824	1KS25EC029	ECE	2	G
37		Harshitha S	7892994022	1KS25EC038	ECE	2	G
38	Neon	Arpitha R	9108052213	1KS25EC015	ECE	2	G
39		Harshitha P	7619493791	1KS25EC037	ECE	2	G
40		Aditya hait	7892551565	1KS25EC003	ECE	2	G
41	Squadron	Parent. R	9353131046	1KS25EC069	ECE	2	H
42		Mohammad Tanseer Ahmed	8197838476	1KS25EC060	ECE	2	G
43		Yaswanth V	8310224830	1KS25EC121	ECE	2	H
44	Innovators	SAMANVITHA	6362815731	1KS24CS128	CSE	4	C
45		SAMHITHA B A	8073142660	1KS24CS129	CSE	4	C
46		SINCHANA G	9353226428	1KS24CS139	CSE	4	C
47	Cyber Vengers	ANANYA RAJ	9538033515	1KS25IC004	ICB	2	I
48		APURVA BG	8310533071	1KS25IC005	ICB	2	I
49		RISHIKRISHNA S	9886981655	1KS25IC049	ICB	2	I
50		SINCHANA SUBRAYA NAIK	9353221482	1KS25CS125	CSE	2	C
51	Visionex	KISHAN S	8147341974	1KS25IC029	ICB	2	I
52		SOWMYA	8088060998	1KS25CG031	CSD	2	D
53		SAGARIKA	8867168685	1KS25IC017	ICB	2	I
54		TRUPTHI CP	9632614977	1KS25CS152	CSE	2	C



K. S. INSTITUTE OF TECHNOLOGY, BENGALURU - 560109
DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

Form No : IQAC/2026/ED Cell-1

Date: 27-2-2026

Event Permission with Budget

Academic Year: 2025-26

To
The Director/Principal,
KSIT, Bengaluru

Subject: Request for permission to organize One Day Entrepreneurship Workshop on 27-02-2026.

Through: HoD (Department of Computer Science and Engineering)

Respected Sir,

A One Day Workshop on “**Business Model Canvas: Marketing & Sales Strategy**” is proposed to be organized on 27th Feb 2026 at 9.30 AM in the Seminar Hall (008).


Budget of the event:

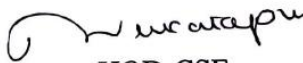
RECEIPTS		EXPENDITURE in Rs.	
*Registration	NIL	Certificates for participants	Nil
Sponsorships from clubs and professional bodies	NIL	Stage Arrangements: Flower Bouquet (1)	100
Any others	NIL	Gift Awards for Winners (2)	1000
		Resource Persons Memento (2)	500
		Tea / Coffee for Resource Persons	200
Total			1800/-

May I request you to sanction the expenses Rs. 1,800/- (Rupees One thousand Eight hundred only) and also give the permission to organize this event.

Thanking You,

Yours Faithfully,


Chief Coordinator
ED Cell


HOD-CSE


Principal/Director

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