



CENTURION UNIVERSITY OF TECHNOLOGY & MANAGEMENT, ODISHA

Webinar on

“Business Model Canvas and Lean Canvas”

Date: 18-06-2021 to 19-06-2021

No. of Participants: 30

Resource Person Details

Prof. Mukti kant Mishra

Dr. Mishra in his endeavor to explore entrepreneurial capability, as a Director of Consulting Firm along with three professors had taken over the management of one Engineering College in 2005. The engineering college (Jagannath Institute for Technology & Management (JITM), Paralakhemundi) located in a remote rural area of the poorest district of Orissa, is All India Council for Technical Education (AICTE) approved.

Business model canvas is a visual template that helps entrepreneurs document an existing business model or develop a new one. Alexander Osterwalder created it in 2005, based on his academic work on business model ontology. The business model canvas was designed with startups in mind. It quickly became an alternative to the traditional business plan which wasn't agile enough to accommodate newly emerging companies. The revolutionary thing about the business model canvas was that it allowed entrepreneurs to capture a business model on a single page. This made business planning simpler and more structured.

Advantages of the business model canvas:

- Defines key activities that generate value and revenue for the business.
- Encourages strategic relationships with clients and partners.
- Enables testing of an existing business model against the market.

Disadvantages of the business model canvas:

- It doesn't accommodate businesses in very early stages of development.
- Enables risky assumptions within the business model, without offering a clear way to verify them.
- Focuses on the end-shape of the business without defining the strategy to get there.

The lean canvas is a variation of the business model canvas for lean startups. Operating under high uncertainty is the main challenge for most startups. The lean canvas helps to solve this problem by framing business ideas as hypotheses at first. Additionally, it encourages focusing on the problem as the starting point for building a business. This allows entrepreneurs to stay vigilant and adjust their business model as they grow, learn and iterate the product.

Advantages of the lean canvas

- It focuses on understanding the problem that the business is trying to solve.
- Restrains the “solutions” box, encouraging simple and easily testable ideas.
- Proposes key metrics to evaluate whether the business is moving in the right direction.
- Accounts for uncertain conditions, assumptions, and incomplete data.

Disadvantages of the lean canvas

- Overemphasizes the internal focus without accounting for the surrounding ecosystem.
- Limits strategic thinking (as Ethan Mollick put it, by “focusing on what customers want today, rather than trying to see ahead into the future.”).
- Lacks the “Resources” box which may lead to unrealistic product ideas.

EVs : The 'Make in India' Opportunity

Key BEV markets, in 000's

Year	China	USA	EU	India
2017	400	100	130	2
2030	7,400	2,500	3,000	3,000

India likely to become the 2nd largest EV market in the world

MAKE IN INDIA

R & D, Manufacturing, Infrastructure, Export

Source: Goldman Sachs Global Investment research, September 2017

Brochure of events



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UNIVERSITY**

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Prof. Mukti Kanta Mishra
President, Centurion University

Organized by
Centurion University of Technology and Management

No. of the participants

1	Dr. Hari Om Verma	Assistant Professor
2	Bhagyeeswari Behera	Assistant Professor
3	Dr. Gyanranjan Mahalik	Associate Professor
4	Dr. Kalpita Bhatta	Assistant Professor
5	Dr. Rukmini Mishra	Associate Professor
6	Dr. Sagarika Parida	Associate Professor
7	Srimay Pradhan	Assistant Professor
8	Dr. Sutar Suhas Bharat	Assistant Professor
9	Santilata Sahoo	Professor
10	Aruna Kumari Mishra	Professor

11	Anath Bandhu Das	Professor
12	Hemanta Kumar Patra	Professor
13	Dr. G. Pushpalatha	Professor
14	Dr. Koustava Kumar Panda	Associate Professor
15	Dr. Preetha Bhadra	Assistant Professor
16	Dr. Arun Kumar Pradhan	Assistant Professor
17	Dr. Ashish Kumar Sahoo	Assistant Professor
18	Chittaranjan Routray	Assistant Professor
19	Dr. Dojalisa Sahu	Associate Professor
20	Dr. Pratap Kumar Chhotaray	Assistant Professor
21	Dr. Shraban Kumar Sahoo	Assistant Professor
22	Dr. Srikanta Sahu	Assistant Professor
23	Suchismita Acharya	Assistant Professor
24	Dr. Susanta Ku. Biswal	Professor
25	Deepak Kumar Sahu	Assistant Professor
26	Dr. Kamal Kumar Barik	Associate Professor
27	Dr. Saine Sikta Dash	Assistant Professor
28	Dr. Siba Prasad Mishra	Associate Professor
29	Snigdha A Sanyal	Assistant Professor
30	Mr. Subhankar Debnath	Assistant Professor



Prof. KVD Prakash
Dean - IIE & HRD



Dr. Prasanta Ku. Mohanty
Dean Academic