



**HOPE Foundation's
Finolex Academy of Management and Technology**

Department of Computer Science and Engineering (Cyber Security)

DFDN: FAMT/CSE-CS/2025-26/25/C/1

Session on

Business Model Canvas (BMC) & Business Model Fit

A Session on “**Business Model Canvas (BMC) & Business Model Fit**” organized by the Computer Science and Engineering Department in association with the Institution’s Innovation Council (IIC) at Finolex Academy of Management and Technology, Ratnagiri, on 06th April 2026 at 3.15 PM in venue EN 1/5. The session was conducted by **Mr. Manish Apte**, Proprietor of Ratnagreen Techno Services and an alumnus of Electrical Engineering from FAMT.

The objective of the session was to provide students with insights into entrepreneurship and to develop their understanding of designing and validating business ideas. Mr. Apte began the session with an introduction to **entrepreneurship and startups**, emphasizing the importance of innovation, problem-solving, and identifying opportunities in the current market. He then provided an overview of the **Business Model Canvas (BMC)** as a strategic tool for developing business ideas in a structured manner. He also explained the **nine building blocks of BMC**, including customer segments, value proposition, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.

Further, the session focused on the importance of **value proposition and customer segments**, helping students understand how to identify customer needs and offer suitable solutions. Mr. Apte also discussed the concept of **business model fit**, covering both **problem–solution fit and product–market fit**, and explained how startups can validate their ideas before implementation.

The session was interactive and enriched with practical examples, which helped students grasp the concepts effectively. A total of **31 students (29 from CSE (CS) and 2 from CSE (AI & ML))** attended the session. The session was coordinated by **Prof. Mahesh A. Jadhav**, Assistant Professor, Department of CSE (Cyber Security). **Prof. V. V. Nimbalkar**, HOD, CSE (Cyber Security), provided support for the successful conduct of the seminar.



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Photograph of the Session: "Business Model Canvas (BMC) & Business Model Fit"



Mr. Manish Apte delivering the session

Prof. M. A. Jadhav introducing Mr. Manish Apte