

**Session on Product ideas to Business Model**

<b>Event No</b>	BM001
<b>Organizing Department</b>	Biomedical Engineering
<b>Date</b>	29/01/2022
<b>Event Type</b>	Webinar
<b>Event Level</b>	Dept. Level
<b>Venue</b>	-
<b>Details Link</b>	<a href="https://meet.google.com/nhw-ojcr-yje">https://meet.google.com/nhw-ojcr-yje</a>
<b>Total Participants</b>	80
<b>Faculty - Internal</b>	10
<b>Students - Internal</b>	60
<b>Students - External</b>	10

**Outcome**

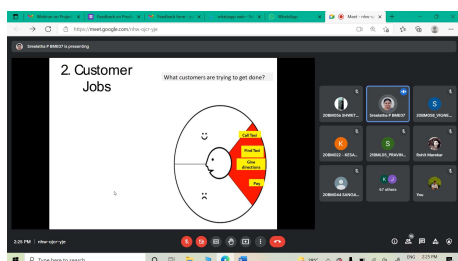
The participants were able to understand the importance of business model canvas in product development.

**Event Summary**

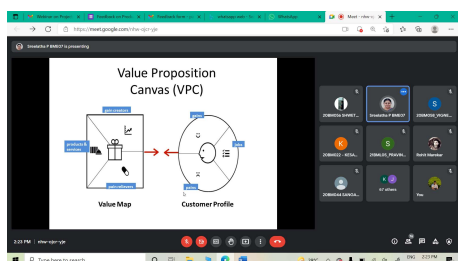
The Department of Biomedical Engineering organized a session on "Project ideas to Business Model" on 29.01.2022 to encourage the student mindset in innovation. The session was addressed by Dr.P.Sreelatha, Associate head CIIED|BME. She has explained the various stages of design thinking and also narrated the importance of the business model canvas. About 80 participants has attended including external participants and gain knowledge in converting their innovative ideas and projects to a successful market ready products with sustainability.



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