



# BUSINESS PLAN COMPETITION

## GUEST LECTURE ON HOW TO PREPARE BUSINESS PLAN CANVAS

06<sup>th</sup> June 2025 | 10:00 am to 12:00 pm

MBA Auditorium, AIT, Acharya Campus

### About the Program

The Guest Lecture on “How to Prepare a Business Plan Canvas” is a focused knowledge-sharing session aimed at aspiring entrepreneurs, students, and participants of the upcoming Business Plan Competition. This lecture will provide in-depth insights into the Business Model Canvas (BMC) framework—an essential tool for structuring, visualizing, and validating startup ideas.

#### Objectives of the Program

- To equip students with practical knowledge and skills to design and present effective business plans using the Business Model Canvas framework.
- To foster entrepreneurial thinking and encourage students to transform innovative ideas into viable business opportunities.

#### Expected Outcomes of the Program

- By the end of the program, students will be able to conceptualize and articulate a structured business plan using the Business Model Canvas.
- They will also develop enhanced confidence in pitching their business ideas with clarity and strategic insight.

Target Audience: AIT Students

REGISTER NOW

### Committee Members

#### ADVISORY COMMITTEE

- Dr. C. K. Marigowda, Principal, AIT

#### CONVENER

- Dr. Abhishek Venkateshwar, HOD – MBA & Director – Global MBA, AIT

#### COORDINATORS

- Mr. Najassim Pasha, Assistant Professor, MBA, AIT

### Resource Person Details



**Mr. Iqbal Ahmed**

**Designation :** Director-Collaborations & Growth-Acharya



#### Acharya Institute of Technology

Acharya Dr. S. Radhakrishnan Road, Acharya P.O  
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LOCATE US

#### Event Coordinator

Mr. Najassim Pasha,  
Assistant Professor, MBA, AIT