

Event Report

Title of the Event: Business Model 101 by Ecell,Jadavpur University

Event Date: 23rd June, 2024

Event Time: 11:30 am - 1:15 pm

Venue: Online(Google meet)

Session by: 1)Debamita Banerjee (BConE 2025)

2)Sombrata Biswas (BME 2027)

3)Arka Dhar (BPE 2027)

Brief Intro of the Session:The session covers various business models, including B2B, B2C, SaaS, and subscription models and many other various types of business models. It emphasizes understanding customer value creation, revenue generation, and the importance of market dynamics. Participants discuss the nuances of digital products versus traditional services, highlighting the evolving landscape of entrepreneurship and the significance of effective business strategies.

SESSION HIGHLIGHTS:

The importance of value creation for customers is highlighted, as profit generation is only possible when a business provides meaningful value to its consumer base. Different types of business models include B2B and B2C, which define the target audience for a business's products. This distinction is essential for strategic planning.

Business models are not mutually exclusive, meaning a company can operate under multiple models simultaneously, such as being both subscription-based and SaaS.

Identifying your target market is essential as it defines the audience willing to purchase your product. This understanding forms the foundation of your business strategy.

For aspiring consultants, grasping business models enhances case preparation skills, enabling better problem-solving capabilities during client engagements. This knowledge differentiates effective consultants from the rest. Understanding how these models operate allows for informed investment decisions and contributes to successful venture capital outcomes. The importance of Annual Recurring Revenue (ARR) and Monthly Recurring Revenue (MRR) metrics is crucial for evaluating the health of SaaS businesses. These metrics help businesses understand their revenue streams better. Network effects can lead to monopolistic behaviors, as established platforms gain more users, making it hard for newer competitors to entice users away. This phenomenon is evident in social media.

Examples like EA Sports demonstrate how network effects maintain dominance in the market, as existing players prefer to stay with a platform that has a larger user base. This reinforces brand loyalty. Digital security is crucial in business models, ensuring safe financial transactions between accounts. Platforms like Stripe use advanced algorithms to detect fraudulent

activities, enhancing security measures. Enterprise business models involve long-term contracts and high-value deals, often with large organizations like Boeing and Goldman Sachs, which emphasize the importance of reliability in revenue generation.

Usage-based pricing can be beneficial for customer acquisition in the early stages of a business, as it fosters trust and allows customers to try services without commitment, enhancing long-term loyalty. Understanding the cost of goods sold (COGS) is crucial for e-commerce, as higher COGS lead to lower profit margins, impacting overall business profitability significantly. Moonshots represent high-risk, groundbreaking innovations that can change the world. Young entrepreneurs are particularly well-suited to pursue these ambitious projects due to their access to resources and time. Revenue generation in moonshot projects can take years, making signed letters of intent crucial for demonstrating customer interest and securing funding before product completion. Effective management of stock and marketing strategies like product, price, place, and promotion are crucial for profitability in product-based models. These elements directly influence revenue generation.

The emergence of digital products has blurred the lines between product and service-based companies, making it challenging to classify certain offerings. This has significant implications for business strategy. The discussion around mutual funds and index funds highlights the differences in product and service classification in the financial sector. Understanding these distinctions is vital for consumers and businesses alike. The discussion briefly touched on how commodities are sold without ownership, highlighting a key aspect of certain business models. This distinction is vital for understanding related market dynamics. The session concluded with an invitation for further reading on business models, indicating the importance

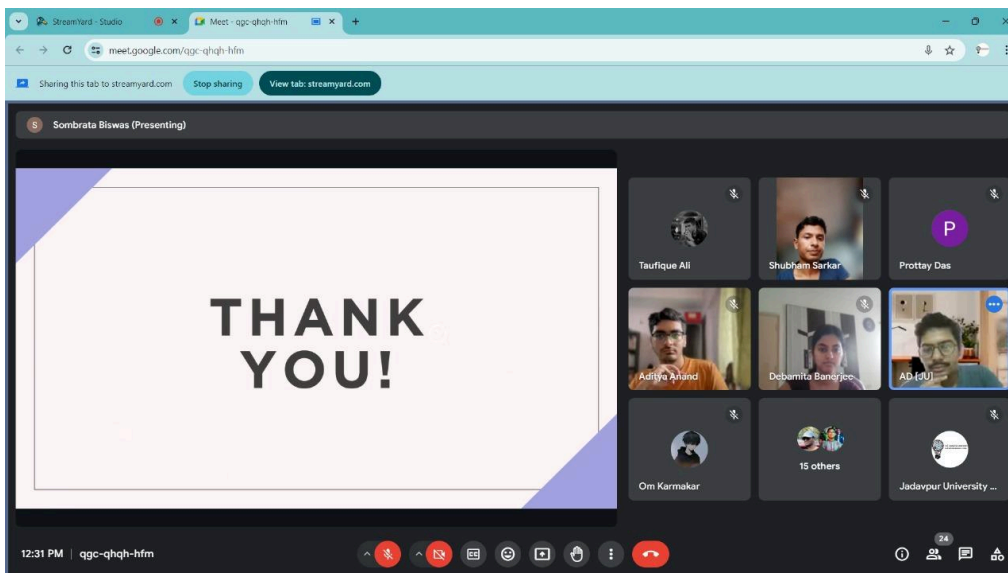
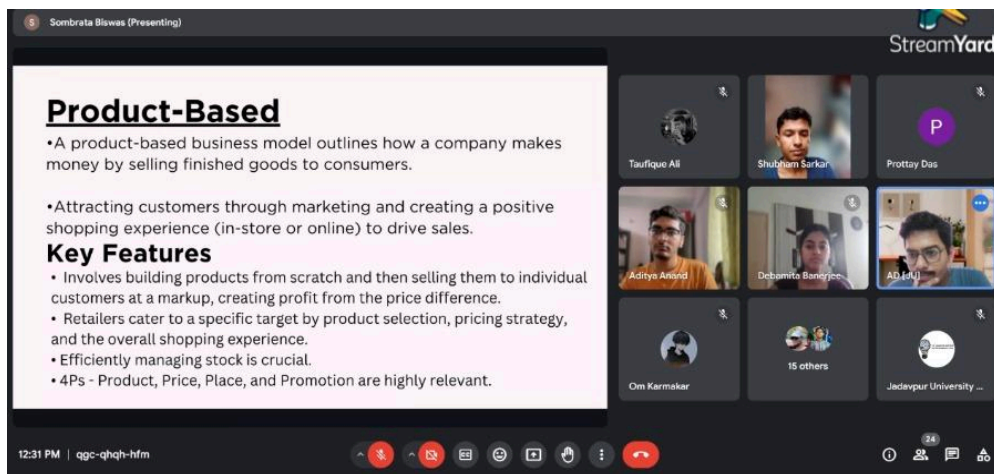
of continuous learning. Participants were encouraged to engage with additional resources for deeper insights.

Attendee List:

Name	University
Alankrita Paul	Jadavpur University
Om Karmakar	Jadavpur University
Shibam Das	Jadavpur University
Meghna Das	Jadavpur University
Md Aamir	Jadavpur University
Aneesh Banerjee	Jadavpur University
Sohini Pal	Jadavpur University
Shoaib Ahmed	Jadavpur University
Nadim Hazari	Jadavpur University
Subham Datta	Jadavpur University
Anubrata Karmakar	Jadavpur University
Sayar Paul	Jadavpur University
Rituraj Ray	Jadavpur University
Subhadeep Kanthali	Jadavpur University
Aniruddho Banerjee	Jadavpur University
Chandrima	Jadavpur University
Shubham Sarkar	Jadavpur University
Snigdho Biswas	Jadavpur University
Avisikta Guria	Jadavpur University
Sayani	Jadavpur University
Arijit Debnath	Jadavpur University

Md Zaid	Jadavpur University
Parthapratim Halder	Jadavpur University
Saptarshi Kundu	Jadavpur University
Satanik Auddy	Jadavpur University

Event Images:





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BUSINESS MODELS 101

SaaS, Subscriptions, Moonshots, Marketplaces -
What does it ALL MEAN?!!!



23.06.24



11 AM



Online mode

