

cewas South Asia: Business Development Module

Day 1	Day 2	Day 3	Day 4
Business Idea and Ideation	External Environment Scanning	Developing Value Proposition	Business Model Canvas: Operational Plan
How to generate ideas related to resource recovery and reuse and knowing their business potential. Learn different scientific ways to generate ideas and their value proposition.	Enabling environment for establishment and running and business is of utmost important. Learn how to perform external environmental scanning for your business.	What does the business provide to the customer and consumer? Developing the value proposition understanding the issues faced by customer. This activity helps you to generate a right marketing mix.	Don't be the Jack of all trades and master of none! Understanding the various key elements needed to implement your strategy and thereby run your business.
Pitching Business Idea	Competitor Analysis	Distribution Channel & Customer Relationship	Business Organization
Learn the art of making presentation and presenting to range of audience. Make your first business pitch!	Who can be your current and potential competitor. Learn how to analyse your competition and make their profile to strengthen your marketing mix.	How do business try to reach out to the customers and consumers? What channels are the best to take your product and service to the customers.	Learn about different types of registration possible for your organization. Understand the tax implications and liabilities involved and steps to be carried out for legally founding your business.
Customer Segmentation	Business Model Canvas: Strategy Plan	Revenue Stream	Business Plan
Customer is the heart of business and hence targeting the right customer is utmost important. Know more about your customer and their needs.	Learn how to convert your idea into a business using this powerful tool. Give your thoughts and ideas life through this canvas.	Learn about types of revenue stream. Realizing different revenue stream your business can generate.	Now that you are ready with your model, learn how to write a perfect business plan. These plans can be submitted to the banks for loans, or venture capitalist or potential business partners.

cewas South Asia – Open day

Day 5	Day 6
Open Day	Business Model Canvas
<p>Participants will develop their business model canvas. The participants will get an opportunity to get in touch with the Think Tank experts. These think tank experts will mentor the entrepreneurs further.</p>	<p>Participants will present their business model canvas to the experts and the group. Each canvas will be carefully examined and critical comments and suggestions will be given to the participants which will help them to refine their canvas.</p>

