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|  <p>DAYANANDA SAGAR BUSINESS SCHOOL <i>Realising the Dream</i></p> | |
| <p>Topic- Workshop on Business Model Canvas and Business Model Fit.</p> | |
| <p>About Event</p> | <p>Dayananda Sagar Business School as part of its Post Graduate Diploma in Management program, with the objective of bridging academic learning and practical business applications. The session was conducted by Mr. Kundan Mal Verma, a corporate strategy expert and IIM Bangalore alumnus, who brings over 13 years of experience in engineering high-growth B2B architectures across SaaS, healthcare, and logistics sectors. The workshop focused on key concepts such as Business Model Canvas design and achieving Business Model Fit, emphasizing structured approaches to building scalable and sustainable business models. The speaker shared valuable industry insights on structuring enterprise deals, developing robust go-to-market strategies, and translating strategic vision into effective commercial execution. The event was held on 28 March 2026 at Seminar Hall – 2 of the institution, providing students with practical exposure and real-world insights into business model development and execution.</p> |
| <p>Organized By</p> | <p>PGDM, DSBS</p> |
| <p>Date</p> | <p>28th March 2026.</p> |
| <p>Name</p> | <p>Mr.Kundan Mal Verma</p> |
| <p>Time</p> | <p>11:30A.M.- 1:30P.M.</p> |
| <p>Total Participants</p> | <p>45 Members</p> |
| <p>Outcome of the Event</p> | <ul style="list-style-type: none"> • Students gained a clear understanding of how to design and analyze a Business Model Canvas for different types of businesses. • Participants developed insights into achieving Business Model Fit by aligning customer needs with value propositions and revenue strategies. • The session enhanced students’ knowledge of real-world business practices, including go-to-market strategies and enterprise deal structuring. • Attendees improved their ability to translate strategic ideas into scalable and commercially viable business solutions. |

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**DAYANANDA SAGAR
BUSINESS SCHOOL**
Realising the Dream



शिक्षा मंत्रालय
MINISTRY OF
EDUCATION



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)

POST GRADUATE DIPLOMA IN MANAGEMENT
(Approved by AICTE, Ministry of Education, Government of India, New Delhi)

Workshop on
Business Model Canvas & Business Model Fit



KUNDAN MAL VERMA
VP, Corporate Strategy & Customer Success
IIM-B Alumni, 2009-11 Batch

With over 13 years of expertise in engineering high-growth B2B architectures, Kundan Mal Verma is a Senior Strategy Leader known for turning CEO-level vision into scalable commercial execution. With a track record of structuring \$20M+ enterprise deals across SaaS, Healthcare, and Logistics, Kundan provides unparalleled, real-world insights into crafting a robust Business Model Canvas and achieving true Business Model Fit.

28
MARCH 2026

TIME : 11:45 AM - 01:15 PM

 **Venue : Seminar
Hall - 2**



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