Subject: Report of Seminar Report on Business Model Canvas: An Approach to Idea Validation

Muhammad Nawaz Shareef University of Agriculture, Multan (MNS-UAM) has organized a one day seminar on March 15, 2017 on the topic of "Business Model Canvas: An Approach to Idea Validation". The honorable Vice Chancellor, MNS-UAM Prof. Dr. Asif Ali presided over the session. The seminar started at 2:30 PM with the recitation of Holy Quran. The Vice Chancellor introduced the speaker Dr. Khurram Jahangir Sharif to the audience and highlighted the contribution of Dr. Sharif in guiding the youth working in the universities of Pakistan. The Vice Chancellor emphasized on the efforts made by the MNS-UAM for spreading the awareness and importance of entrepreneurship among the youth. He quoted several success stories to boost the moral of audience to become entrepreneur so they can become future leaders and significantly add to the national economy.

Dr. Khurram Jahangir Sharif who came from Qatar University and, holds a faculty position there, has a doctorate in Business-to-Business marketing from Kingston university, UK. He is a renowned speaker and delivers talks on business and leadership. He delivered talk on "Modified Business Model Canvas-An Approach to Idea Validation". He introduced audience to numerous ways of generating business models and quoted examples of Linter and Cantrell (2000); Shafer, Smith and Linder (2005); De-Mey and De-Ridder (2010). The talk by Dr. Sharif focused on the business model by Osterwalder (2010) to validate ideas. He further elaborated that business models address six areas namely products, process, customer, distribution, finance and administration. He taught audience about accessing their business models in such a way that their ideas should create, deliver and capture "value". The elements of value are performance, design, brand, price, accessibility and convenience. The business model should target one or more than one elements of value in order to make it a successful business model. He stressed upon a business model which must have multiple revenue streams. At the end, Dr. Sharif told the audience about the use of key resources like physical, intellectual and human for an effective business model. After the talk, the vote of thanks was given by Prof. Dr. Zulfiqar Ali, Director, Research, Innovation and Commercialization, MNS-UAM. Dr. Sharif was given traditional blue pottery plate by Prof. Dr. Zulfigar Ali, Director, ORIC; Prof. Dr. Shafqat Saeed, Director External Linkages, MNS-UAM and Dr. Tassawur Hussain Malik, Director Agriculture Research,

PCCC, Multan. Around hundred (100) people including invited guests, faculty of MNS-UAM and students attended the seminar.

Dr. Hasan Riaz Secretary Organizing Committee

PICTURES OF SEMINAR















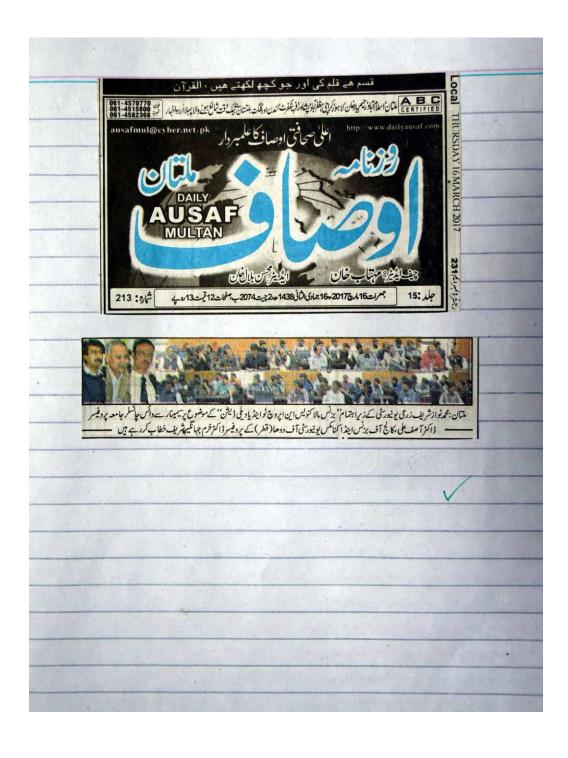






PRESS CLIPPINGS









ملتان: نوازشریف زری بو نیورش میس بیمینارے دائس چانسلر فاکر آصف علی، دو ہاک پر دفیسر ڈاکٹر خرم جہا گلیرشر لیف اور پر وفیسر ڈاکٹر ذوالفتار علی خطاب کررہے ہیں۔

طلباء کوکاروباری طرف مائل کرنامقصدہے: پروفیسرآ صف

