



Under the aegis of Vijayam Educational Trust

CATALYST COLLEGE

(A Unit of CIMAGE Group of Institutions)

Institution approved by Education Department, Government of Bihar, Affiliated to Patliputra University, Patna



Ref: CC/WRSP-NOT/22/61/67

Date: 01-Jul-2022

NOTICE

This is to inform all the Students that a workshop on Rebooting Business Models: The Cloud & Entrepreneurship Edge will be organized on 18.7.2022 from 9:30 AM to 5:30 PM in the auditorium of Catalyst College.

The workshop is completely free, and no money will be charged for the Training or Certification.

Interested students are instructed to meet the Activity In-Charge / Class Coordinator for more details and their registration.

By the order of

Principal

Principal
Principal
CATALYST COLLEGE
Plot No.- C-16(P) Patliputra Industrial Area
Patliputra, Patna-13

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Date: 18/07/2022

Workshop Title:

Rebooting Business Models: The Cloud & Entrepreneurship Edge

Number of Students Participated: 44

Objectives:

In today's fast-paced digital landscape, cloud computing is not just an IT solution—it is a catalyst for transforming traditional business models, accelerating innovation, and enabling entrepreneurs to scale their businesses quickly and cost-effectively. This workshop is designed for entrepreneurs, business leaders, and startups who want to harness the power of the cloud to reinvent their business strategies and stay competitive in an increasingly digital-first world.

Module 1. Introduction to the Cloud: A Business Game-Changer

- What is Cloud Computing?
 - A brief overview of cloud technologies: public, private, and hybrid clouds.
 - Key cloud service models: IaaS (Infrastructure as a Service), PaaS (Platform as a Service), and SaaS (Software as a Service).
 - The evolution of the cloud: From IT infrastructure to a central component of business innovation.
 - Why the Cloud Matters for Entrepreneurs:
 - Flexibility and scalability to accommodate business growth.
 - Low-cost infrastructure, shifting from CAPEX (capital expenditure) to OPEX (operational expenditure).
 - Fast iteration and time-to-market with cloud-based tools and services.

Module 2. The Cloud and Entrepreneurship: Empowering New Business Models

- Leveraging the Cloud for Business Innovation
 - How the cloud enables business agility: Launching new products, entering new markets, and rapidly scaling operations.
 - Case studies of successful cloud-driven business transformations (e.g., Netflix, Dropbox, Airbnb, Shopify).
 - The role of cloud computing in creating disruptive business models and improving operational efficiencies.
- Cloud-Native Business Models
 - Understanding the cloud-native approach: Building businesses that are designed from the ground up to run on cloud infrastructure.
 - Key components of cloud-native models: Automation, microservices, DevOps, and continuous delivery.
 - How to pivot traditional businesses into cloud-first enterprises.
 - Interactive Exercise: Map out your current business model and brainstorm how cloud can streamline or transform it.

Module 3. Scaling Your Startup: From Zero to Global with the Cloud

- Cloud as a Growth Enabler for Startups
 - Scalability and Agility: How the cloud enables startups to quickly scale infrastructure, users, and services without massive upfront investments.



- Cost-Efficiency: The economics of cloud computing for startups: Pay-as-you-go, eliminating the need for expensive data centers and IT teams.
- Global Reach: Using cloud platforms to expand internationally—leveraging global data centers and cloud-based localization tools.
- Customer Experience: How to deliver seamless user experiences at scale with cloud services (e.g., using cloud-hosted applications and global CDNs for faster content delivery).
- Tools and Platforms: AWS, Microsoft Azure, Google Cloud Platform, Firebase, and other cloud tools for scaling your business.
- Hands-On Exercise: Creating a Scalable Business Strategy
 - Participants will break into small groups to design a cloud-based scalability plan for a hypothetical startup.
 - Focus areas: Infrastructure setup, app deployment, customer acquisition, and retention strategies.

Module 4. Business Automation & Operational Efficiency through the Cloud

- Automating Core Business Processes
 - How the cloud enables automation of key business functions: finance (cloud accounting), HR (payroll management), sales (CRM systems), and marketing (email automation).
 - Case examples: Automating customer support with chatbots and AI, managing supply chains with cloud-based software (e.g., SAP, Oracle), and using AI for predictive analytics in sales.
 - Tools for business automation: Zapier, HubSpot, Salesforce, Google Workspace, Microsoft 365, and others.
 - How automation can free up resources and enable teams to focus on high-value activities like innovation and customer engagement.
- Cost Management and Forecasting with the Cloud
 - Using cloud-based financial tools to track expenses, manage cash flow, and project future costs.
 - How cloud-based forecasting tools help business owners make better financial decisions.
 - Interactive Exercise: Create a cloud-based financial model for scaling a business and monitor costs over time.

Module 5. The Cloud & Data: The New Business Currency

- Data-Driven Decision Making
 - Understanding the importance of data in today's business world: Leveraging cloud-based analytics and business intelligence tools to turn data into actionable insights.
 - How cloud technologies (AI, machine learning, big data) can be integrated into business models to provide predictive insights and optimize decision-making.
 - Real-world examples of data-driven business models: Amazon's recommendation engine, Uber's dynamic pricing algorithm, and Netflix's content suggestions.
 - Tools & Platforms for Data Analysis: Google Analytics, Tableau, Power BI, BigQuery, AWS Redshift, and others.
- Data Security & Privacy in the Cloud
 - Understanding the importance of securing business data in the cloud and complying with data privacy regulations (e.g., GDPR, CCPA).
 - How cloud providers ensure robust security: encryption, multi-factor authentication, access control, and continuous monitoring.
 - Building trust with customers by implementing secure cloud-based systems.
- Hands-On Exercise: Analyzing Business Data in the Cloud



- Participants will access a demo data set and use cloud-based analytics tools to analyze business performance and uncover insights for optimization.

Module 6. The Cloud & Customer-Centric Business Models

- Building Customer-Centric Business Models with Cloud
 - Using cloud-based tools to understand customer needs: CRM platforms, social media listening tools, and customer feedback systems.
 - Personalizing customer experiences with data-driven insights and cloud-enabled AI (e.g., chatbots, recommendation engines, email segmentation).
 - Case study: How cloud-based marketing platforms (e.g., HubSpot, Marketo) help businesses engage and retain customers at scale.
 - How the cloud helps businesses scale customer support operations through AI, self-service portals, and global support centers.

Key Takeaways

- Understanding how the cloud can be a strategic asset for transforming and scaling business models.
- Practical knowledge of how to use cloud technologies (AWS, Azure, Google Cloud) to improve efficiency, scalability, and cost management.
- Hands-on experience in creating data-driven, customer-centric business models using the cloud.
- Knowledge of automation tools that streamline operations and enhance productivity.
- A roadmap for adopting cloud-first strategies and remaining competitive in the digital age.

Rebooting Business Models: The Cloud & Entrepreneurship Edge

Date:-18/07/2022





Registration

For Workshops/Seminars/Conferences during Academic Year 2022-2023

Rebooting Business Models: The Cloud & Entrepreneurship Edge

(18 July 2022)

S. No.	ID	Name of the student	Student's Signature
1	445-7188	Priya Kumari	Priya Kori
2	445-7175	Gautam Mishra	Gautam Mishra
3	445-7179	Abhishek Kumar	Abhishek Kumar
4	445-7194	Rakesh Kumar	Rakesh Kumar
5	445-7204	Abhay Vishal	Abhay Vishal
6	445-7212	Pyare Babu	Pyare Babu
7	445-7216	Rahul Kumar	Rahul Kumar
8	445-7219	Krishna Kumar	Krishna Kumar
9	445-7246	Aman Kumar	Aman Kumar
10	445-7267	Puja Kumari	Puja Kumari
11	445-7274	Tarun Kumar	Tarun Kumar
12	445-7265	Ujjwal Kumar Singh	Ujjwal Kumar Singh
13	445-7302	Bipin Kumar	Bipin Kumar
14	445-7322	Sanjeev Kumar	Sanjeev Kumar
15	445-7301	Abhishek Kumar	Abhishek Kumar
16	445-7309	Sonu Sharma	Sonu Sharma
17	445-7300	Khushboo Kumari	Khushboo Kumari
18	445-7323	Ayush Kumar	Ayush Kumar
19	445-7330	Hariom Kumar	Hariom Kumar
20	445-7337	Suhani Kumari	Suhani Kumari
21	445-7336	Chetan Anand	Chetan Anand
22	445-7281	Ansu Rani	Ansu Rani
23	445-7241	Abhishek Kumar	Abhishek Kumar
24	445-7356	Yashwant Kumar	Yashwant Kumar
25	445-7266	Prem Raj	Prem Raj
26	445-7257	Deepak Kumar	Deepak Kumar
27	445-7403	Sangam Mishra	Sangam Mishra
28	445-7416	Avinash Choubey	Avinash Choubey
29	445-7465	Sandeep Kumar	Sandeep Kumar
30	445-7493	Navnit Kumar Singh	Navnit Kumar Singh
31	445-7550	Suraj Kumar	Suraj Kumar
32	445-7532	Vishnu Gauatm	Vishnu Gauatam



33	445-7582	Vikram Kumar	Vikram Kumar
34	445-7580	Anish Anand	Anish Anand
35	445-1669	Amisha Kumari	Amisha Kumari
36	445-1666	Bambam Kumar	Bambam Kr.
37	445-7255	Gautam Kumar	Gautam Kumar
38	445-7324	Rohan Raj	Rohan Raj
39	445-7130	Rohit Kumar	Rohit Kumar
40	445-7466	Rohit Kumar	Rohit Kumar
41	455-7118	Sania Zaffar	Sania Zaffar
42	445-7152	Swati Gupta	Swati Gupta
43	445-1668	Vikash Kumar	Vikash Kumar
44	445-7107	Rajesh Kumar	Rajesh Kumar

(Sign.)
Course Coordinator

