



**Computer Society of India, Chennai Chapter  
IEEE Computer Society, Madras Chapter  
IEEE Technology Management Council, Madras Chapter  
IEEE Professional Communication Society, Madras Chapter**

*Cordially invite you for a presentation by*

**Mr. Cheenu Srinivasan**  
**Director, Ganges Consulting, Sydney, Australia**

*On*

**“Business Model Generation”**  
**on Thursday, 29<sup>th</sup> Sep 2011 at 6.30 p.m.**

**at CSI Education Directorate, Taramani, Chennai – 600 113**

(Situated in the opposite lane to Indira Nagar MRTS Railway Station. About 100 meters away from the Dharmambal Women’s Polytechnic & Opposite to the Institute of Mathematical Sciences and Institute of Hotel Management.)

**Dr. R.M. Suresh**  
Chairman  
CSI Chennai

**Mr. H.R. Mohan**  
Chairman  
IEEE CS & IEEE PCS Madras

**Mr. K.V. Rupchand**  
Chairman  
IEEE TMC Madras

---

**6.00 p.m.: Tea & Fellowship :: 6.30 p.m.: Presentation :: 7.45 p.m.: Dinner**

---

**About the presentation:** Every business has a business model of sorts, some well crafted and others not so. Rarely do businesses develop their business model first based on which their business plans are developed. The presentation will show participants an elegant and simple construct to address the three fundamental questions of any business: Who to serve, What to offer and How to deliver.

**About the speaker: Mr. Cheenu Srinivasan** is a Sydney based certified Blue Ocean Strategy management consultant whose focus is business value innovation and strategy execution. He was previously with Oracle Corporation in Asia-Pacific. His recent clients include Fonterra Brands NZ and Westpac Banking Corporation and a number of start-ups in the US and India. He is currently a director in Ganges Consulting, Australia. With papers published on engineering and management topics, Cheenu has presented in engineering and business forums, both in Australia and internationally. More recently, Cheenu was one of a global team of co-contributors to a novel approach to business design. The book which is an outcome of what it preaches is titled Business Model Generation authored by Alex Osterwelder and fellow authors. Cheenu is a Mechanical Engineer and has worked in manufacturing, energy, transport technology and public sectors. He holds an MBA and Masters degrees in engineering and is a Fellow of the Australian Institute of Company Directors.