



Malla Reddy College of Engineering & Technology

(Autonomous Institution-UGC, Govt of India)

Department of Electrical and Electronics Engineering



Report of the IIC Program

1. Title of the event: **Scaling your Start-UP strategies for sustainable growth**
2. Quarter in which activity conducted : Q4
3. Category of the activity : Self driven
4. Program Type (Level and event type- refer Level Description Sheet) : **Level 1- Expert talk**
5. Program Theme : Innovation & Start up

6. Date & Time : 06-08-2024 & 01:30 PM onwards
7. Duration (in hours) : 180 mins
8. No of Student Participants : 120
9. No of Faculty Participants : 2
10. No of External Participants (if any) : 0
11. Expenditure incurred (if any) : 4000
12. Mode of Delivery : Offline

14. Objectives of the Activity (In 100 words):

The seven different strategies of how to scale a startup are

- Move to the next round of funding
- Invest in technology
- Deploy a new marketing strategy
- Launch an associated product and service
- Reflect on Current Processes
- Consider Hiring experienced management
- Make the startup run without you

15. Benefits in terms of learning/Skill/Knowledge obtained:

- Sustainable growth means providing more productive and lucrative possibilities for future generations. A robust economy means people have more disposable income to buy more products, build a bigger house, go on holiday or improve their standard of living in other ways.
- The different benefits of an SGR include: assists in daily operations management, such as

early payment of bills. helps companies sustain productivity and manage inventories of receivable and payable accounts. enables long-term growth planning, cash flow projections and capital acquisitions.

- Scaling refers to the process of rapidly growing and expanding a business, typically in terms of revenue, customer base, and employee headcount. Startups scale in order to reach a larger market, increase profitability, and establish dominance in the market.

16. Web Links:

- Video link : <https://youtu.be/TPptm8IVXGM>
- X:
https://x.com/MRCET_official/status/1820810716665749993?t=Q3EA1O12cT0rERyPBfs3uQ&s=08
- Facebook—http://youtube.com/post/UgkxoFPDV-OxA0d92_01I-cnRB_yDmbm0RTs?si=zu7qFzqr5kEMu8oh
- Instagram— <https://www.instagram.com/p/C-VGZOIvEeb/?igsh=MzF2MXg0NmkzeG9m>



MALLA REDDY COLLEGE OF ENGINEERING AND TECHNOLOGY



DEPARTMENT OF ELECTRICAL & ELECTRONICS ENGINEERING

Organizing an expert talk on

SCALING YOUR START UP STRATEGIES FOR SUSTAINABLE GROWTH

On Tuesday 6-08-2024, 1:30pm Onwards

Resource person :

Dr. PHV SHESHA TALPA SAI
Dean R&D, MRCET

VENUE: Agastya seminar hall, EEE

Coordinator

Dr. K V Ramana Reddy
Associate professor
Department of EEE



Dr. VSK Reddy
Director

Dr. S.Srinivasa Rao
Principal

Dr. T.Venugopal
Dean Student Welfare

Dr. PHV SeshuTalpa Sai
R&D Dean

Dr.M.Sharanya
Prof & HOD.EEE





