



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: **Start-UP Ecosystem understanding and Engaging with the community**
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 : 20-07-2024 & 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):

- Startup ecosystems provide a variety of goods and services upon which other people and companies depend on.
- Thus, the principles of start-up ecosystem management suggest that rather than managing individual people or organizations, resources should be managed at the level of the startup ecosystem itself.
- Generally, though, the purpose of a startup is to create something new and innovative.
- A startup is often the first step in launching a business venture, and is the beginning of an entrepreneurial journey.
- Startups are created to fill a void in the marketplace, or to take advantage of a new trend or opportunity.

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

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- Startups are created to fill a void in the marketplace, or to take advantage of a new trend or opportunity.
- Startup accelerators select companies that are in the early stages of their lifecycle.
- They offer mentorship, guidance and investor connections in exchange for equity.
- In other words, their programs are designed to provide early-stage companies with the strategic support they need to scale up rapidly.

16. Web Links:

- Video link : <https://youtube.com/shorts/TrswaxT3hiM?feature=share>
- X:
https://x.com/MRCET_official/status/1814218260197638224?t=hw5eHLU193kaJrska0RdEQ&s=08
- Facebook— <https://www.facebook.com/share/p/43n7fwLLPpVayo1n/?mibextid=WUal2a>
- Instagram— <https://www.instagram.com/p/C9mQeDxJCiE/?igsh=MW85bXZsY2Rka2Jr>







