

(Autonomous Institution-UGC, Govt of India) School of Computational Intelligence



Report of the IIC Program

- 1. Title of the Event: Introduction to Entrepreneurship: From Idea to Execution
- 2. Quarter in which activity is conducted: Q4
- 3. Category of the activity : IIC Calendar
- 4. Program Type (Level and event typerefer Level Description Sheet) : Level 2 – Mentor Talk
- 5. Program Theme: Transitioning a start-up idea to a business plan

: 06-08-2024 & 10:00 AM onwards
: 2 Hrs
: 108
: 04
: Nil
: Nil
: Offline
: Nil

14. **Objectives of the Activity**: The session aimed to inspire students to successfully transform their ideas into business template formats. The goal was to make a simple, plain start-up idea to be funded by think tanks. The significance of entrepreneurship lies in understanding all its stages.

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

- The Resource Person has emphasized the five stages of entrepreneurship Ideation, Planning, Execution, Scaling, Hypergrowth.
- At first, he explained the impact of each entrepreneur stage to its subsequent stages.
- Then, he outlined the importance of making a product commercially viable.
- Next, he set forth the impact of understanding the priorities of all stakeholders.

- He then portrayed the effectiveness of segment-based business in the global market.
- Then, he mentioned the "Byju's" business model of stake holders as case study 1.
- Thereby, he mentioned the example of middle class gated community "VBCT" in providing basic amenities for 700 families as case study 2.
- Therewith he demonstrated "Ishtri ATM", an approach for handling two tasks as the third and final case study.
- The event is able to make the students proficient in understanding the rapid market growth in a global scale and adapt to changes accordingly.

16. Web Links:

- Video: <u>https://youtu.be/nC5JiKZUa6Q</u>
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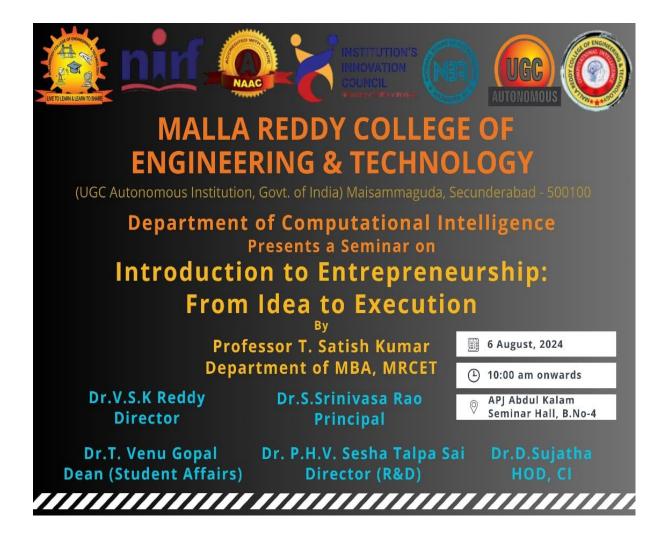
https://x.com/MRCET_official/status/1824450330005750241?t=HOUUG5ineeHMHQ3ZqqFv YA&s=08

➢ Instagram—

https://www.instagram.com/p/C-VI2W0N6Pv/?igsh=bXF0d3UwaG8wdHhz

➢ Facebook—

https://www.facebook.com/story.php?story_fbid=1549072319037635&id=1000180464446 37&mibextid=xfxF2i&rdid=Yy8KWUOaYUJjRBYT





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