



**Technology Incubation & Entrepreneurship
Development Cell**
**Jaypee University of Information Technology,
Waknaghat (H.P.) - 173234**



Rewinding Thoughts

Event: Entrepreneurship-A Journey: Rewinding Thoughts with Anuj Sharma

Date: 13/11/2022

Attendees: 50+

Platform: Google Meet

Poster:

**REWINDING
THOUGHTS**

ALUMNI TALK

**SUNDAY
13TH NOV**

**TIME
5:30 PM**

ANUJ SHARMA
Director Growth & Strategy,
The Himalayan Company
TEDx Talks Speaker

Scan for the Gmeet link

Event Objective:

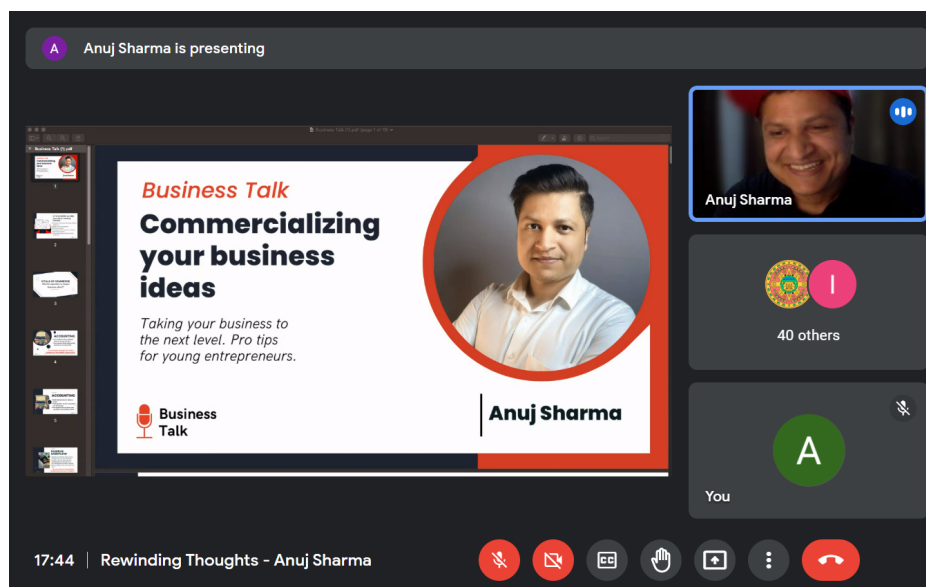
To enable students of our college, connect with the alumni of our college who have succeeded in life and have made a remarkable impact in their domain. The main

objective was to make our alumni share the experiences and the hurdles he has faced in his journey towards a great goal to the students of our college.


Event Description:

Mr. Anuj Sharma is a cherished alumni from our network, who passed out in the year of 2011. He is IaaS Growth Marketing Professional with rich experience in identifying new market trends. He started the session on an interactive note wherein he shared his college anecdotes. Further more he talked about how it's a time of opportunities and how imperative it is to keep up with the dynamic trends of the market. He mentioned the interesting concept of zero to one i.e., building from nothing to something. He talked about his personal journey from Nehru Place to Bangalore's corporate. The unseen gap between actual knowledge an industry needs and college credit courses and the need to bridge it, was also discussed. Start-up enthusiastic students were keen to know about the concept of product-market fit, connecting one's idea and the market demand to harness a perfect product for a successful business. At the end he talked about the significance of learning from grassroot sources i.e., actual books to develop an informed outlook for the society and it's needs. He emphasized the students to analyse their investments and returns, to strengthen their financial decision making and build a habit of positive cashflow.

Screenshots:



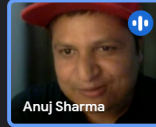
Anuj Sharma is presenting



0 TO 1 | ZERO to ONE
From Idea to a Working Prototype

- Feeling the need and creating a problem statement
- Ideas to solve the problem
- Nurturing the Idea
- Concept solution to solve the problem
- Building a prototype
- Commercializing to find your initial customers

Anuj Sharma | itsanuj.com



Anuj Sharma



Shashwat Srivastava



ISHIKA SRIVASTAVA...



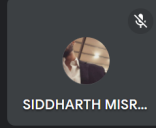
ADITYA GUPTA 21...



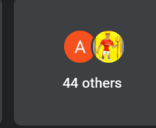
AKSHIT SHARMA ...



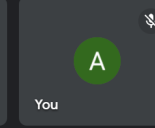
SANYA JAIN 2210...



SIDDHARTH MISR...



44 others



You

17:55 | Rewinding Thoughts - Anuj Sharma

