

# Student Entrepreneurship Workshop

Date: 03/04 Aug 2019

Technology Incubation and Entrepreneurship Development Cell(TIEDC) of Jaypee University of Information Technology organised a **Entrepreneurship Workshop** on 3<sup>rd</sup> and 4<sup>th</sup> Aug 2019.

The two-day workshop imparted essential knowledge about an individual's personality, opportunity recognition, business model canvas and pitching of business ideas. There were around 330 participants for this workshop.

## **Day 1**

»The scheduled programme began with a brief introduction to entrepreneurship, team development, value proposition by our Chief Coordinator Mr. Shikhar Srivastava, 4<sup>th</sup> year B.Tech ECE student of our University.

»To add up a wave of excitement, the candidates were made to speak up randomly different words thereafter teams of five were made. The team leaders were made to choose three words from the same listed nouns and thereby they had to frame a start-up idea using those words.

»The mentors from the 3<sup>rd</sup> & 2<sup>nd</sup> year TIEDC members, assisted the teams in their idea development, key metrics and in another half-an-hour the teams were ready with their descriptive panels.

»Next proceeding was the IDEA PITCHING.

»The day's program ended with an interactive and descriptive Value Proposition Model Discussion (With peers and mentors)

## **Day 2**

»The scheduled programme for the day had major concern to accomplish the candidates with the Business Model Canvas.

»The Chief Coordinator of the cell, Mr. Shikhar Srivastava, addressed the audience with the basic value proposition model describing the key aspects of the Business Model Canvas.

»Thereafter, the mentors from 3<sup>rd</sup> year addressed the audience on the basic concepts of business development: Marketing, Finance, corporate relations and shares investment.

Mr.Soham Ahuja discussed about the essential Marketing strategies.

Mr.Pranjal Bhatia discussed the essentials of the Business Development.

Mr.Prakhar Bharadwaj threw light on the concept of Design Thinking.

Mr.Akshat Gupta discussed the Financial strategies including the cost structure, revenue generation, the breaking point etc.

»This was followed by the mentoring in the preparation of the Business Model Canvas, which included filling up the segments of Idea development, Key metrics, key resources, cost structure, revenue generation, customer relationships and channels.

»Thereafter, the teams were called up on the stage to pitch their ideas and describe their Business Model Canvas, on the basis of which they were internally judged.

»The final results put smiles on the faces of the winning three teams, as these teams would be helped further with their ideas in TIEDC.

The workshop ended enlightening the participants to work on innovation, and lead their ideas to accomplishment.





