

REPORT
T On
START-UP IDEAS
6th APRIL 2019

QIS College of Engineering and Technology has organized one day program on Start-up Ideas for student and faculty communities.

Session-1 Details:

The 'Start-up Ideas' program received an overwhelming response. 100 candidates got participated in this program. Where 80 students and 10 faculty members are from our college 'QISCET'. Remaining 10 participants are from outside organizations. There are two resource persons 1). Dr. M. Naveen Kumar, Senior Hardware Engineer R & D, Power Electronics, Valeo, Chennai, India. 2). Dr. B. Chandra Sekhar, Technical Lead, Automotive Division, TATA Consultancy Services (TCS), Bangalore.

Session-1 Inauguration

The 'Start-up Ideas' program was inaugurated on 6th April, 2019 by Dr. M. Kavitha, Assistant Professor & Head, Product Development, Dept. of EEE, QIS College of Engineering and Technology.

Dr. M. Kavitha has welcomed all dignitaries and delegates. In her welcome speech, she highlighted the importance and objectives of organizing this 'Start-up Ideas' program. She introduced Dr. M. Naveen Kumar, the speaker of the session, to the participants.

On the first session, Dr. M. Naveen Kumar explained the need and relevance of this workshop. He focused more on ideas for converting Prototypes into Start-ups. Dr. M. Naveen Kumar stated that there should be a bridge between Start-ups/Industries and Academia. He marked that turning an innovative idea into a product is not an easy challenge. You have to do your market research, identify what your idea will bring to customers, prepare a business plan, find a cofounder and develop a Minimum Viable Product (MVP). All of these tasks are challenging. The problem is even bigger if you don't have the right skills. He clearly explained the building blocks for Start-ups. He suggested dos and don'ts with examples. He provided the broad vision about Start-up and its importance in engineer's life. He encouraged students to extract their innovative ideas and convert them to MVP. Finally, session -1 got concluded with a vote of thanks given by Dr. M. Kavitha, Head Product Development.

Session-2 Inauguration

The 'Start-up Ideas' program was inaugurated on 6th April, 2019 by Dr. M. Kavitha, Assistant Professor & Head, Product Development, Dept. of EEE, QIS College of Engineering and Technology.

Dr. M. Kavitha has welcomed all dignitaries and delegates. In her welcome speech, she highlighted the importance and objectives of organizing this 'Start-up Ideas' program. She introduced Dr. B. Chandra Sekhar, the speaker of the session, to the participants.

On the second session, Dr. B. Chandra Sekhar discussed basic terms called prototype, Minimum Viable Product (MVP) and comparison of prototype and MVP. For developing of a Start-up, he suggested few important steps like 1). Consider and analyse the relevant markets, 2). Note down your ideas and expand them, 3). Carry out competitive analysis, 4). Model your business, 5). Create/design/sketch your mockup and then test it, 6). Execute a market survey, 7). Develop your final product and Gathering customer feedback and measuring your business results to follow. He explained the role of Start-ups on economic growth of the country. He also shared some example Start-ups and their achievements for motivating student and faculty communities. At the end, the session-2 was concluded with a vote of thanks given by Dr. M. Kavitha, Head Product Development.



Program Outcomes:

1. Students understood the importance of Start-ups and clear difference between Start-ups and Industries.
2. Students understood the process of converting prototype into a Start-up.
3. Students understood the building blocks of Start-ups.
4. Students received some keys steps for starting a successful Start-up.
5. Students benefited by knowing challenges and risks behind every successful Start-up.
6. Students understood the role of Start-ups on society and economic growth of the country.