

REPORT

On

Traits all successful Start-up Entrepreneurs

QIS College of Engineering and Technology has organized entrepreneurship development program for EEE, ME, CSE, ECE and IT students

Date: 15th July 2019

Session Details

Mr. Sanjay Kumar Nishank, an Electrical Engineering graduate from UCE, Burla, an MBA from IIM Bangalore, an angel investor, and a cofounder of GREX, an exchange-like private placement platform where he has been mentoring establishment and growth of start-ups. Mr. Nishank spoke at length about the elements of a Business Plan and the Do's and Don'ts of the Business Planning Process. He particularly stressed on the need to make a thorough competitor analysis and a comparison with the other similar companies, mention the differentiating factors of the company, explicitly mention about the underlying assumptions, create barriers to entry for big players, and to recognize legal and licensing requirements and approvals. He also mentioned that most investors read only the first two paragraphs of a Business Plan, look for the size of the market, the growth features of the market, and for the exit option. He emphasized that the contents of a Business Plan should depend on the specific investor group before which it is presented.

Dr. Deepak Roy, Head, Centre of Excellence at, Pune. There is no shortage of excellent business ideas; but the fact remains that the large majority of start-up companies fail. Why is that? And how can one avoid the common mistakes that many entrepreneurs make? This workshop was a step by step exercise for young minds on how to launch ideas at an opportune time and then how to subsequently unfold the ideas into business prospects. The critical success factors that need to be in place were also let known through lectures, demonstrations and some hands-on assignments.

