

REPORT
On
Start-up Boot camp pre-launch talk sessions

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

Date: 25th January 2020

Session Details

Dr. Suresh Kumar, Head- EDC has welcomed all the dignitaries and delegates. In his welcome speech, he highlighted the importance and objectives of organizing start-up Boot camp pre-launch talk sessions and said that boot camp will help you evaluate the idea, refine it and create a start-up business. Dr. Raghava HOD-MBA introduced the guest speaker *Mr. Vishnu Nagaraj, an entrepreneur, founder of Carve Start-up Labs. Bangalore and Mr. Siddeshwar Panda, chief executive officer at Magic wall Orissa.*

Session 1

Mr. Vishnu Nagaraj, briefed about the business canvas model and how to redesign that model after knowing the customer requirement. And explained about Building the Business Plan: Once the idea is finalised, focus on building the business plan, understanding the customers, value proposition, market feasibility, teams and creating the Funding Pitch. Also delivered that turning your idea into a real business is tough, especially when you don't know where to start. Startup Bootcamp exists for just that reason, providing you with the tools and network to get your business off the ground.

Session 2

Mr. Siddeshwar Panda, talked about the story of Magic wall, how he found various value-driven products based on customer demands and explained about discovering the Idea, discover opportunities including understanding the different models such as subscription (Netflix, LinkedIn), sharing (Uber, Airbnb) and Moonshots (Tesla, SpaceX), among others. Delivered the importance of test your idea with potential customers, suppliers and investor. At the end, the session was concluded with a vote of thanks given by Dr. S. Suresh Kumar, Head- EDC.

Program outcomes

1. Students understood business canvas model and how to redesign that model after knowing the customer requirement and the tools and network to get successful business.
2. Students have learned by this workshop and understood to evaluate the idea, refine it and create a start-up business.
3. Students understood the how to discover the opportunities in different models such as subscription like Netflix and students understood the importance of ideas with potential customers, suppliers and investors.