

Report on Brainstorming the Next Business

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

Date : 20.03.2017
Session Topic : Brainstorming the Next Business
Resource Persons : 1. Mr.N.Krishna, Professor,Vijayawada.
2. Er. T. Dilip Kumar, CTO, i2Way Technologies, Chennai

The head of the Institute presented presidential address to all the dignitaries and delegates in response to the welcome address by Dr. H. Hema Lakshmi, Professor. He emphasized the significance and purposes of organizing this program.

Dr. B. Srinivasa Rao said in his speech that the importance of business. Mr.B. Sarath Simha, Associate Professor introduced the guest speakers.

Speakers discussed in detail about how to start new business idea. Virtually every entrepreneur has experienced that “eureka!” moment or reached for the proverbial napkin to jot down a million dollar idea. But what if you can’t wait around for inspiration to strike? What if you’re not as fortunate as Isaac Newton was with his apple (or Steve Jobs with his)? That’s where brainstorming comes in.

Idea 1: Map your mind.

Idea 2: "Brain writing"

Idea 3: "SWOT"

Idea 4: "Role-storming"

Idea 5: "Star bursting"

Brainstorming -- either alone or in a group -- is a great way to jumpstart the creative process. Would-be entrepreneurs dream of hitting upon a flash of genius in the middle of the night. Experienced entrepreneurs, however, know there’s no time to be wasted waiting around for inspiration to strike.

Mr. J. Jawahar Babu, Assistant Professor, MBA presented vote of Thanks.