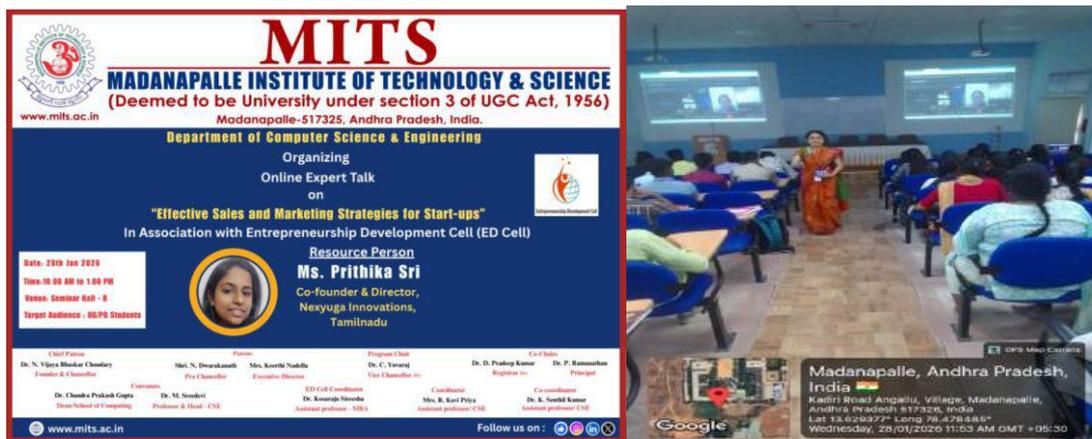




A Report on **Online Expert Talk** titled
“Effective sales And Marketing Strategies For Start-ups”
Organized By Department of Computer Science & Engineering
In Association with
Entrepreneurship Development Cell
on 28.01.2026.



Report Submitted by: Mrs. R. Kavi Priya, Assistant Professor, Dr. K. Senthil Kumar, Assistant Professor, Department of Computer Science & Engineering, MITS.

Resource Person: Ms. Prithika Sri, Co-founder & Director, Nexyuga Innovations. Tamilnadu

Mode of Conduct : Online

Total number of participants : 80 -II year CSE Students from MITS.

Venue : Seminar Hall – B.

Report Received on 05.02.2026.

The program started at 10.00 AM with a welcome note by the event coordinator, Dr.K.Senthil Kumar, Assistant Professor, CSE. The event was aimed at inspiring and guiding students on their entrepreneurial journeys. Dr. M.SreeDevi, Professor, HoD, Department of CSE welcomed the resource person with her keynote address and motivated the students to enrich themselves. She motivated the students to develop critical thinking, resilience, and adaptability as essential traits for startup Success.

Dr.K.Senthil Kumar, Assistant Professor, CSE ,introduced the resource person Ms. Prithika Sri, by presenting his profile to the participants. The session was then handed over to Ms. Prithika Sri.

The Chief Guest and Resource Person, **Ms. Prithika Sri**, delivered an inspiring inaugural address, emphasizing the importance of strong sales foundations and effective marketing approaches for startup success. She shared insights from her entrepreneurial journey and highlighted how innovative thinking, customer-centric product design, and strategic marketing can transform ideas into sustainable ventures..

During the session, the resource person outlined and discussed the following key topics:

The resource person outlined and discussed the following key topics during the session:

1.Steps to Build a Start-up: The speaker explained the complete journey from idea generation and problem identification to business model creation, product development, and launch. Emphasis was placed on validating ideas through market research and continuous customer feedback.

2. Key Elements of a Startup Ecosystem: The importance of entrepreneurs, mentors, incubators, investors, and academic institutions in supporting startups was highlighted. The speaker also discussed how collaboration among these stakeholders accelerates innovation and growth.

3. Sales Strategy for Early-Stage Startups: Participants learned how to identify target customers and define a strong value proposition. Simple sales pipeline creation and relationship-building techniques were also discussed.

4. Marketing Strategies for Startups: The session covered branding, positioning, and digital marketing approaches suitable for startups. Cost-effective promotion using social media and online platforms was emphasized.

5. Challenges in Startups and How to Overcome Them: Common startup challenges such as funding issues, competition, and uncertainty were discussed. The speaker explained how perseverance, adaptability, and problem-solving help overcome obstacles.

6. Entrepreneurial Mindset: The importance of creativity, innovation, and risk-taking was stressed. Students were encouraged to adopt continuous learning and a growth-oriented mindset.

The expert talk concluded with a lively Q&A session, where participants had the opportunity to ask questions and gain further insights from the resource person.



Program Outcomes

1. **Understanding of Startup Development Process:** Participants gained clear knowledge about the step-by-step process of building a startup, from idea generation to product launch and growth.
2. **Awareness of Startup Ecosystem:** Students understood the role of key stakeholders such as entrepreneurs, mentors, incubators, investors, institutions, and government bodies in supporting startups.
3. **Knowledge of Sales Strategies:** Participants learned how to identify target customers, create value propositions, and develop basic sales pipelines for early-stage startups.
4. **Exposure to Marketing Techniques:** Students gained insights into branding, positioning, and digital marketing strategies suitable for startup environments.
5. **Ability to Handle Startup Challenges:** Participants developed awareness about common startup challenges and strategies to overcome them through persistence and adaptability.
6. **Development of Entrepreneurial Mindset:** The program encouraged creativity, innovation, risk-taking, and continuous learning.
7. **Improved Problem-Solving and Decision-Making Skills:** Students were motivated to analyze problems critically and propose innovative solutions.
8. **Motivation Towards Entrepreneurship:** The session inspired students to consider entrepreneurship as a potential career path.

Vote of Thanks

The event concluded at 1.15 pm with participants sharing their valuable feedback and with a vote of thanks by Mrs. R.Kavi Priya, Assistant Professor, Department of CSE, MITS, Madanapalle, expressing gratitude to **Ms. Prithika Sri**, for her time and valuable insights, and to the organizing committee for their efforts in making the event a successful in equipping participants with actionable knowledge, practical frameworks, and inspiration to embark on or enhance their entrepreneurial journeys. The outcomes align with the broader objective of fostering an entrepreneurial ecosystem within the academic and professional spheres.