



MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS)

Affiliated to JNTUA, Anantapuramu & Approved by AICTE, New Delhi
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Entrepreneurship Development Cell

Report
One day Expert talk
on
From Ideas to Ventures Mastering the Art of Entrepreneurship
Organised by
Department of Electrical & Electronics Engineering
Date: 24.10.2024
Time: 3.00 PM to 5.00 PM
Venue: Seminar Hall C

Organized in association with: Entrepreneurship Development Cell & Department of Electrical & Electronics Engineering

Submitted by: Ms. Revathy Gopinath, Assistant Professor, Dept. of EEE

Attendance: 73 participants

The programme started at 3:00 PM with a welcome address to the audience by Dr. A V Pavan Kumar, Head of the Department, EEE, MITS, Madanapalle. The resource person was **Dr. Gokul Gopan, Assistant Professor, Department of Mechanical Engineering, Saveetha School of Engineering, Chennai, Tamilnadu, India.** The resource person started the session by extending his hearty thanks to the participants, organizing members for giving him opportunity to share his knowledge and experience in “**From Ideas to Ventures Mastering the Art of Entrepreneurship**”.

The session covers the following topics

- The pathway to creative thinking
- Brainstorming
- Mind Mapping
- Reverse Thinking
- Analogous Inspiration
- Prototype and test
- Iterate and refine
- Collaboration and feedback
- Reflect and learn
- Ideas to creative output
- Innovation: Desirability, Viability, Feasibility
- Entrepreneurship mindset
- Opportunity recognition, creativity and innovation
- Risk-taking and resilience
- Vision and goal setting
- Action orientation
- Resourcefulness and problem-solving



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- Adaptability and flexibility
 - Ideation: Generating and evaluating business opportunities
 - Market research
 - Idea validation
 - Problem-solving and innovation
 - Business planning: Crafting and compelling business model
 - Executive summary, market analysis, financial projections
 - Financing venture: Securing funding for startup
 - Bootstrapping
 - Angel Investors
 - Venture capital
 - Crowdfunding
 - Bank Loans
 - Navigating the startup ecosystem: Idea or concept, Market opportunity, Funding team, Business problem
 - Leveraging resources and partnerships
 - Incubators, Accelerators, Mentors, Investors
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The session was concluded followed by a vote of thanks, given by Mrs. Revathy Gopinath, Assistant Professor, Department of EEE, MITS, Madanapalle.

Programme Outcomes:

The outcomes of a one-day Expert talk Program on “From Ideas to Ventures Mastering the Art of Entrepreneurship” typically include:

- 1. Ideation and Validation:** Participants learn creative problem-solving and brainstorming techniques to identify viable business ideas. They'll develop skills in market research and validation methods to assess customer needs and test ideas in real-world scenarios.
- 2. Financial Literacy & Funding Acquisition:** Participants gained a foundational understanding of financial statements, budgeting, forecasting, and managing cash flow. They'll also explore avenues for acquiring funding, including pitching to investors, and navigating venture capital, crowdfunding, and grants.
- 3. Market Strategy & Customer Acquisition:** The program covered strategies for identifying target markets, understanding customer personas, and developing go-to-market plans.
- 4. Leadership & Team-Building Skills:** Entrepreneurs often need to build and lead teams effectively. Participants gained to develop leadership skills, learn team dynamics, and understand how to create a collaborative and innovative work environment.
- 5. Networking & Relationship Building:** The program helped participants expand their professional network, connect with mentors, advisors, and other entrepreneurs. This network can become a vital resource for advice, support, and future business opportunities.



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Photos

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(UGC-AUTONOMOUS INSTITUTION)
Madanapalle - 517325, Annamayya Dist., Andhra Pradesh, India

One Day Expert Talk
on
"From Ideas to Ventures Mastering the Art of Entrepreneurship"
Organized by
Department of Electrical & Electronics Engineering (EEE)
in association with **Entrepreneurship Development Cell**

Date : 24/10/24 - Thursday Time : 3:00 to 5:00 PM Venue : Seminar Hall - C

Resource Person
Dr. Gokul Gopan,
Assistant Professor, Department of Mechanical Engineering
Saveetha School of Engineering, Chennai, Tamilnadu, India.

Chief Patron Dr. N. Vijaya Bhaskar Choudary Secretary & Correspondent	Patron Mrs. North Nallala Executive Director	Co-Patron Dr. C. Varadraj Principal	Co-Chair Dr. A.Y. PAVAN KUMAR Professor & Head EEE	Coordinator Mrs. Bevelly Gopabath Assistant Professor EEE
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Navigating the Startup Ecosystem: Leveraging Resources and Partnerships

- Co-working Spaces: Co-working spaces foster a sense of community of entrepreneurs and provide access to necessary tools and support.
- Networking Events: Networking events offer opportunities to connect with mentors, investors, and other stakeholders in the ecosystem.
- Mentorship Programs: Mentorship programs provide valuable guidance and support from experienced entrepreneurs and professionals in the field.

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JFHH+V89, Angallu, Andhra Pradesh 517325, India
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Long 78.478525°
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Used Plastic waste reduction through creative idea of solar bottle bulb is changing the power requirements.

Solar Bottle bulb: during daytime the water inside the bottle refracts sunlight, delivering about as much light as a 40-60 watt incandescent bulb to the interior.

A properly installed solar bottle can last up to 5 years.

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Financing Your Venture: Securing Funding for Your Startup

- Bootstrapping**
 - Self-funding your business using personal savings or revenue generated.
- Angel Investors**
 - Seeking funding from high-net-worth individuals who invest in early-stage companies.
- Venture Capital**
 - Securing funding from venture capital firms that invest in high-growth potential companies.
- Crowdfunding**
 - Raising funds from a large number of people through online platforms.
- Bank Loans**
 - Obtaining loans from financial institutions to finance your business operations.

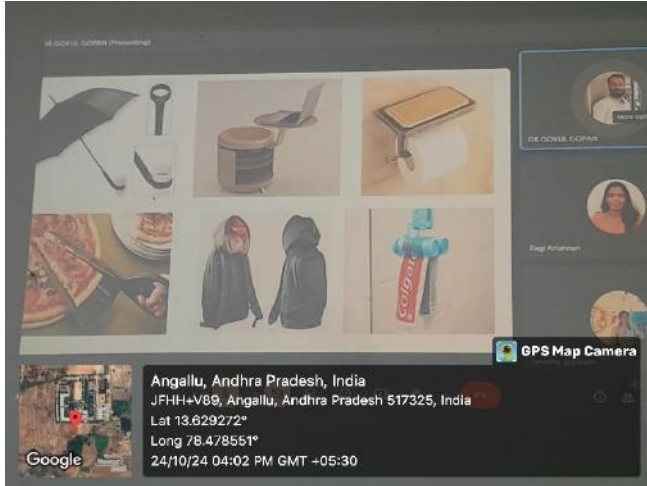
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Karl Elsener's Swiss Officer's and Sports Knife, better known as the Victorinox Swiss Army Knife, was introduced in 1897. The multi-tool design became popular in the U.S. after World War II, when soldiers brought them home from abroad, and in 1968, the popular red object was added to the collection of the Museum of Modern Art in New York.

Today, the designs balance the original functionality with new technology such as LED lights, altimeters, and timers, and are just as handy as they were over 120 years ago.

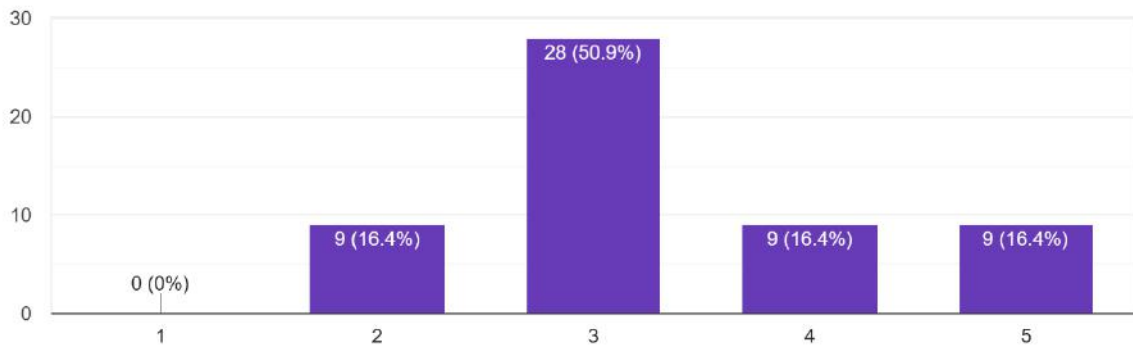
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Feedback

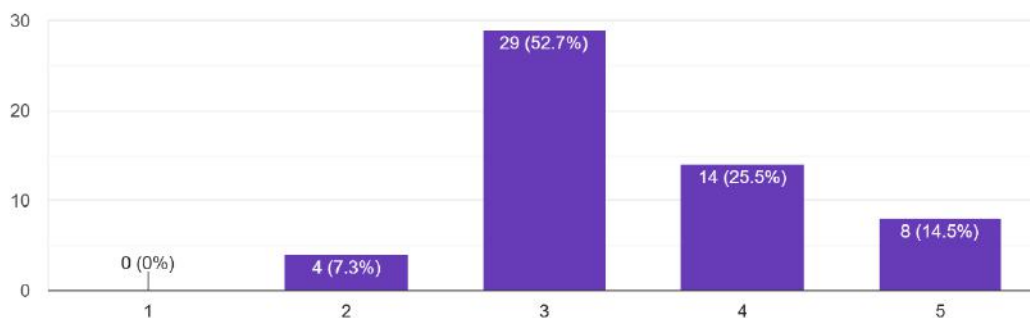
Rate the sequence of organization of contents

55 responses



Presentation skills of the expert

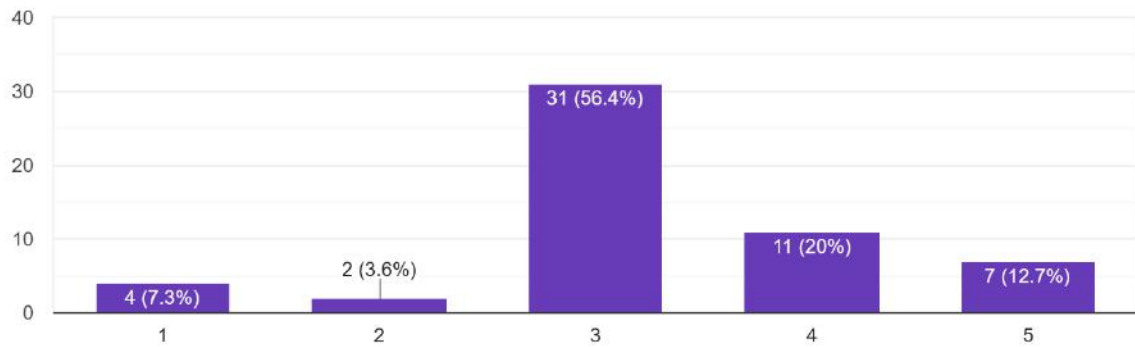
55 responses





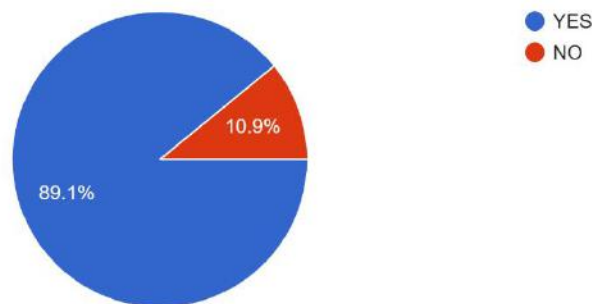
How do you rate this expert talk on "From Ideas to Ventures Mastering the Art of Entrepreneurship" programm ?

55 responses



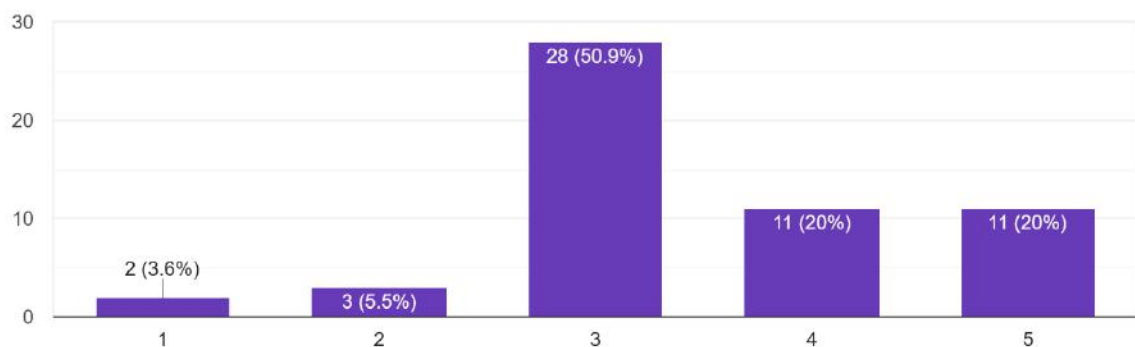
Is duration of the program sufficient?

55 responses



Feedback about the facility of the program

55 responses





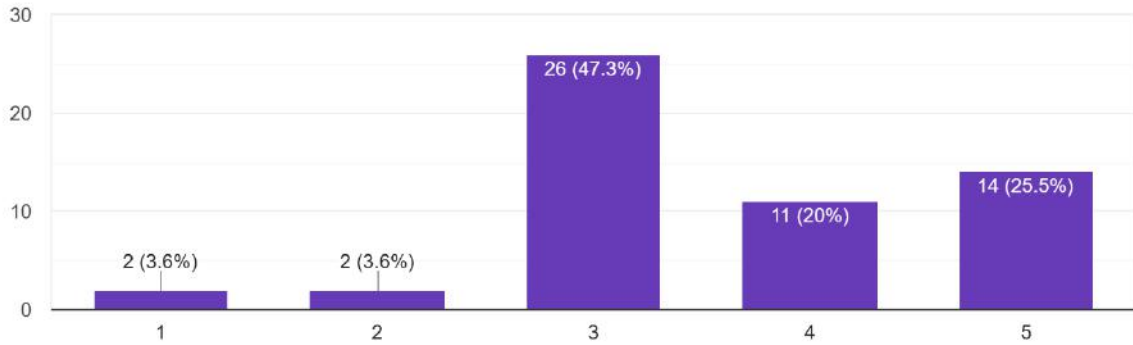
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Overall rating of the program

55 responses



Signature of the Coordinator

Signature of HoD, EEE