

A Report on
Industry Talk titled
“From Corporate Sales Leader to SaaS Entrepreneur: A Case on Building and Scaling SmartCheck in the Digital Era”
Organized by School of Management
on 21.04.2026



Report Submitted by: Dr. E. Gnanaprasuna, Assistant Professor, School of Management.

Resource Person Details: Mr. Sreenivas Teja Madala, Founder & CEO, SmartCheck

Attendance: 145 MBA students participated.

Mode of Conduct: Offline.

Report Received on 04.05.2026.

The program commenced at 3:00 P.M. at the seminar hall B with a warm welcome address delivered by Dr. E. Gnanaprasuna, Assistant Professor, Department of Management Studies, Madanapalle Institute of Technology & Science. Following the welcome address, the gathering was addressed by Dr. Bhanu Sree Reddy, Prof. & Dean, School of Management, who emphasized the importance of industry interaction and encouraged students to gain practical insights from such sessions. This was followed by an address by the Principal, Dr. P. Ramanathan, who highlighted the significance of entrepreneurship in the digital era and motivated students to explore innovative career paths. The resource person was then introduced, highlighting his professional journey and entrepreneurial achievements.

The session was graced by Mr. Sreenivas Teja Madala, Founder and CEO of SmartCheck, who delivered an insightful and inspiring talk on “From Corporate Sales Leader to SaaS Entrepreneur: A Case on Building and Scaling SmartCheck in the Digital Era.”

Objectives:

The objectives of this program were to enable participants to:

- Understand the transition from corporate careers to entrepreneurship
- Gain insights into SaaS (Software as a Service) business models
- Learn the process of building and scaling a startup
- Bridge the gap between academic learning and industry practices
- Inspire students to explore entrepreneurial opportunities
- Understand challenges in the digital business environment
- Develop awareness of innovation and business scalability

The session was highly engaging and informative, focusing on the journey of transforming from a corporate sales leader into a successful SaaS entrepreneur. Mr. Sreenivas Teja Madala shared his real-life experiences, challenges, and strategies involved in launching and scaling SmartCheck in the digital era.

He elaborated on how corporate experience plays a crucial role in shaping entrepreneurial skills such as leadership, customer understanding, market analysis, and strategic decision-making. He emphasized the importance of identifying real-world problems and providing technology-driven solutions through SaaS platforms.



The speaker explained the SaaS business model, highlighting its advantages such as scalability, subscription-based revenue, cost efficiency, and global reach. He also discussed key aspects like product development, customer acquisition, retention strategies, and continuous innovation required for sustaining a SaaS business.

A significant part of the session focused on startup challenges, including funding issues, market competition, customer trust, and adaptability in a rapidly changing digital environment. He stressed the importance of resilience, continuous learning, and staying updated with technological advancements.

Mr. Teja also shared practical insights on how digital transformation is reshaping industries and creating new opportunities for entrepreneurs. He encouraged students to develop problem-solving skills, adopt a growth mindset, and explore opportunities in emerging technologies.

Vote of Thanks:

The session concluded with a vote of thanks delivered by the Miss. Sai Poojitha. She expressed heartfelt gratitude to the esteemed speaker for sharing valuable insights and inspiring students with his entrepreneurial journey. She also thanked the management, Principal Dr. P. Ramanathan, Dean Dr. Bhanu Sree Reddy, faculty members, and students for their support and active participation in making the event successful.

Conclusion:

The industry talk was highly informative and motivational, providing students with a clear understanding of the SaaS business model and entrepreneurial journey. It effectively bridged the gap between theoretical knowledge and practical industry exposure. The session inspired students to think innovatively and consider entrepreneurship as a viable career path in the digital era.



Outcome of the Program:

- Understanding of SaaS business models
- Awareness of startup ecosystem and digital entrepreneurship
- Insights into real-world business challenges
- Enhanced knowledge of scaling business strategies
- Motivation to pursue entrepreneurial ventures
- Development of innovative and strategic thinking
- Exposure to industry practices and trends

