

## **TOPICS TO BE COVERED**

### **1. ENTREPRENEURSHIP DEVELOPMENT**

This session is intended towards the importance of entrepreneurship in coming future. As jobs are becoming scarce day by day therefore students should starve for developing necessary skill set according to their interest area and to start their own enterprise. Government of India and State Government are also promoting entrepreneurship among youth by making easing norms of doing businesses. Also sooner or later everyone will be looking for self-employment and generating employment through entrepreneurship.

### **2. PROBLEM STATEMENT**

As the old saying goes “The Problem clearly defined is the Problem half solved”. Therefore, it is very important to properly define the problem. This session is meant for understanding of the problem to be solved. Students will learn how to find answers of every WHAT, WHY, WHERE, WHEN and HOW. Firstly, they will learn to recognize the problems around them and later on they will learn how to precisely & efficiently define the problems.

### **3. MARKETING STRATEGY**

Marketing Strategy is back bone of any business and it goes hands in hands with sales. Having effective marketing strategy is very important aspect of any business. In this session students will learn about how to recognize client base, how to do outreach for clients, how to understand client psychology and how to effectively communicate with clients. In short students will be able to prepare effective marketing strategy.

### **4. FINANCIAL MODELLING**

Finances in business are like blood in human body without which business can't exist. Financial modelling involves recognizing sources of revenue, volume of revenue from each source and mode of payments. This session revolves around clear understanding of financial model of business. Students will discover various sources of revenue and the ways to generate revenue. They will prepare cash flow system, profit-loss evaluations to assess the performance of their business.

## **5. PITCH DECK PREPARATION**

Pitch deck includes mission and vision statement, unique selling propositions, value addition for clients and promotional content for business. This session is intended towards understanding of clarity in pitch deck as it is very important to have effective pitch. Students will learn about various components of pitch deck, how to create clear & effective pitch and make it sure that their business pitch will ensure lead conversion & longevity of business with client.

## **6. STARTUP IDEA COMPETITION**

Start-up Idea Competition is the event to boost up the confidence of students to start their own business venture & to kick start their entrepreneurial journey. Students will represent their business ideas before a 3-member Jury through PPTs. Jury will be evaluating every business idea based on parameters like Innovation Quotient, Uniqueness of Problem solving, Value Addition, Benefits to Society, Market Opportunity, Competitive Edge, Scalability, Financial Viability, Customer Acquisition and Risk assessment. Top 3 or 5 start-up ideas of competition will be awarded by cash prizes.