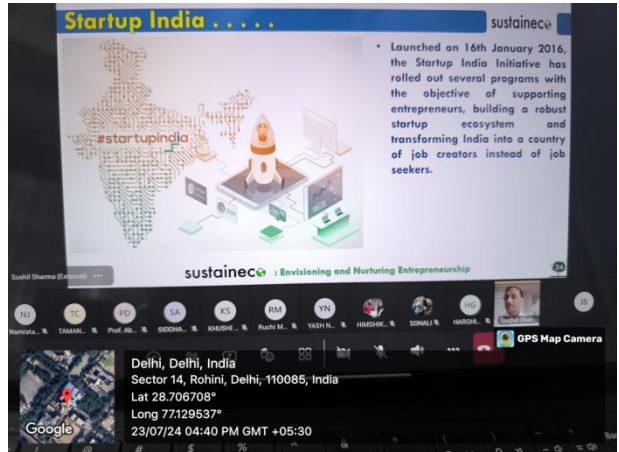
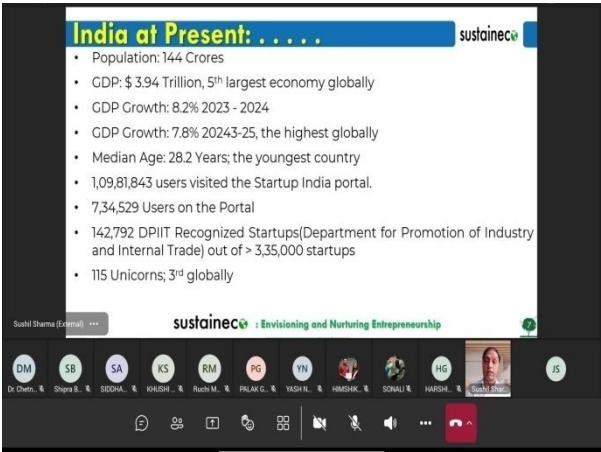


IIC SESSION

INNOVATION/PROTOTYPE- CONVERTING IDEAS INTO START-UP

23RD JULY 2024



On July 23, 2024, Er. Shushil Kumar Sharma, Founder and CEO of Sustain ECO, delivered an insightful session on "Prototype Validation - Converting Innovation into a Start-Up" to BBA & MBA Semester IV students. Held online, the event focused on the critical process of transforming innovative ideas into viable startups. Sharma emphasized the importance of thorough market research, engaging with potential customers for feedback, and refining prototypes through iterative development. His practical advice and real-world examples provided attendees with a clear roadmap to navigate the challenges of startup creation and achieve product-market fit. The session was well-received, offering valuable guidance to aspiring entrepreneurs. Overall, it was a well-coordinated event that left all participants with a knowledge-full experience on Business Models.

Online Session on
**INNOVATION/PROTOTYPE
VALIDATION**

**(CONVERTING INNOVATION
INTO A START-UP)**

JOIN US

 **23rd July, 2024**

 **3:15 PM onwards**

 **<https://shorturl.at/Twqyz>**

**For: BBA 4th Semester,
MBA 2nd Semester**



Er. Sushil Kumar Sharma
Founder & CEO- Sustaineco
(Former General Manager-CSD
NTPC Limited)

TYPE OF EVENT	IIC
VENUE	Microsoft Teams (https://shorturl.at/Twqyz)
TIME & DURATION	03:30 PM to 04:30 PM
CONDUCTED BY	IIC
ORGANISED FOR	Students of BBA & MBA 4 th SEM
NAME OF THE COORDINATOR	Dr. Jasjeet Singh
ATTENDANCE	Students: 42
RESOURCE PERSON	Er. Shushil Kumar Sharma , Founder and CEO of Sustain ECO
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. Provide a comprehensive understanding of the concepts of innovation and prototyping in the context of startups. 2. Introduce various prototyping techniques and tools that can be used to transform ideas into tangible products. 3. Guide participants in developing a viable business model for their startup idea.
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. Participants can differentiate between innovation and invention and understand the role of prototyping in the start-up ecosystem. 2. Students can now create a business model canvas that outlines the value proposition, customer segments, revenue streams, and other key elements of their start-up.
SHORT FALL DURING EVENT	Event was delayed because of technical issues
LINK OF ONLINE VIDEO	https://youtu.be/ZJKoi-YuhKk

PREPARED & SUBMITTED BY: Dr. JASJEET SINGH, ASSISTANT PROFESSOR, GIBS