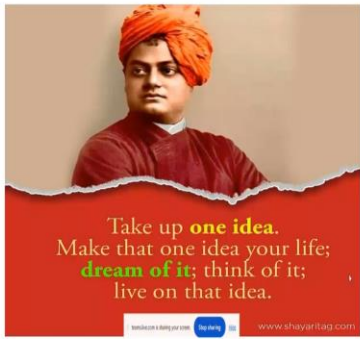


# IIC EVENT ON FROM IDEA TO MARKET: ACHIEVING STARTUP FIT

## 26<sup>TH</sup> AUGUST 2025 (TUESDAY)

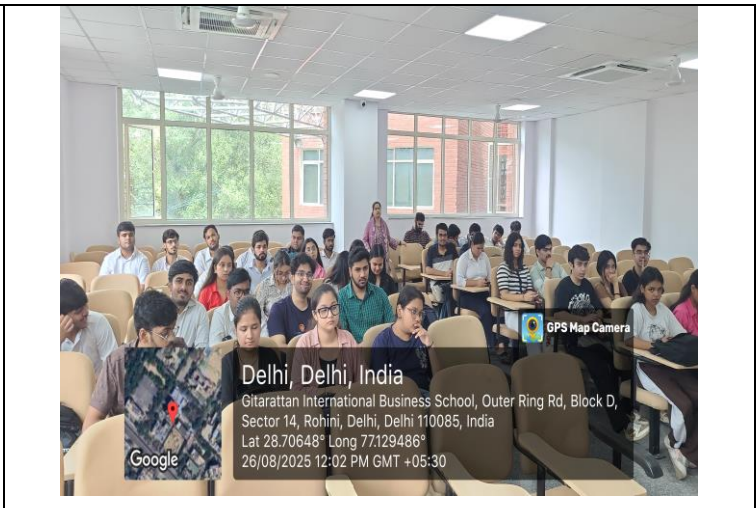


Take up **one idea**.  
Make that one idea your life;  
**dream of it**; think of it;  
live on that idea.

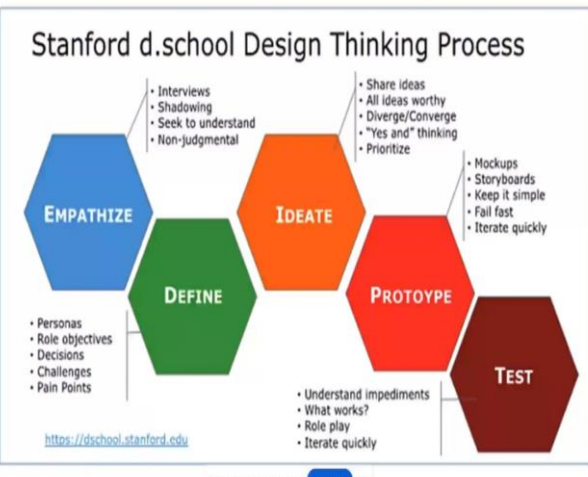
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Logos: SHANMUGAM GROUP OF COLLEGES, AACSB ASSOCIATION OF COLLEGES, IPR CELL, STARTUP PENJAJAR, NITI Aayog, AIM

Participants: Anand Kumar, Ramesh Kumar, Manish Kumar



### Stanford d.school Design Thinking Process



- EMPATHIZE**
  - Interviews
  - Shadowing
  - Seek to understand
  - Non-judgmental
- DEFINE**
  - Personas
  - Role objectives
  - Decisions
  - Challenges
  - Pain Points
- IDEATE**
  - Share ideas
  - All ideas worthy
  - Diverge/Converge
  - "Yes and" thinking
  - Prioritize
- PROTOTYPE**
  - Mockups
  - Storyboards
  - Keep it simple
  - Fall fast
  - Iterate quickly
- TEST**
  - Understand impediments
  - What works?
  - Role play
  - Iterate quickly

<https://dschool.stanford.edu>

Participants: Anand Kumar, Ramesh Kumar, Manish Kumar



Participants: Anand Kumar, Ramesh Kumar, Manish Kumar

On 26<sup>th</sup> August 2025, GIBS hosted an exclusive IIC session titled “**FROM IDEA TO MARKET: ACHIEVING STARTUP FIT**”, in hybrid mode. The session aimed at inspiring and motivating the BBA 5<sup>th</sup> Semester students.

The session commenced with a brief introduction of Dr Amresh Kumar, CEO , ACIC RISE Association (An incubator supported by AIM, NITI Aayog, Government of India). Sir was given a warm welcome by Ms. Ravleen Kaur. She highlighted the importance of understanding of the session, for the aspiring young entrepreneurs and business minded students of 5 semester that will help them understand about how innovative ideas can be shaped into viable and impactful venture .

Sir initiated his session by giving insights into the importance of entrepreneurship , the initiatives by government such as Viksit Bharat , Make in India , and raised the concern regarding, many are young minds are working towards fetching the jobs but only few are moving ahead towards their entrepreneurial journey and creating startups and entrepreneurship . He also emphasized on that, this is still he would like, he wanted to get some insight from students like why we should opt for entrepreneurship and what kind of things you can achieve while opting entrepreneurship.

A major focus of his talk was on the **identification of business opportunities** through market research, trend analysis, and consumer behavior studies, emphasizing that understanding and solving consumer pain points forms the backbone of any successful entrepreneurial journey. He illustrated these ideas with real-life case studies of leading startups like Zomato, Airbnb, Ola, and Uber, explaining how they identified simple problems in food delivery, accommodation, and transportation and turned them into large-scale businesses by leveraging technology and consumer needs.

Dr. Kumar also introduced the students to tools such as Google Trends, industry reports, and surveys for assessing opportunities, and explained frameworks like the Business Model Canvas and Blue Ocean Strategy for building innovative business models.

Further, he discussed the importance of developing a Minimum Viable Product (MVP) to test ideas before large-scale investment, citing examples like Paytm and Dropbox which began with simple services and gradually expanded. He also shared the role of incubation centers and innovation labs, including ACIC’s facilities in drone technology, cybersecurity, and 3D printing, which support young entrepreneurs in prototyping and scaling their ideas.

The session concluded with key takeaways for students on the significance of problem identification, trend analysis, MVP development, and continuous innovation. Dr. Kumar’s motivating words and practical guidance inspired students to explore entrepreneurship as a meaningful career.



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Concluding his address, Dr. Kumar motivated students to adopt entrepreneurship as a meaningful career choice, stressing that innovation, adaptability, and continuous learning is the true drivers of success in the startup ecosystem. The session proved to be enriching and inspiring, bridging classroom knowledge with real-world applications and leaving students with valuable lessons on how to navigate their own entrepreneurial journeys.

### FLYER OF THE EVENT

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**INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS)**

**ACIC RISE ASSOCIATION**  
GIBS

**IIC Session on**

# FROM IDEA TO MARKET: ACHIEVING STARTUP FIT

**Date:** 26 August 2025  
**Time:** 11:00 AM to 1:00 PM  
**Venue:** Seminar hall First Floor, GIBS

With:

**DR. AMRESH KUMAR**  
CEO, ACIC RISE Association

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|                      |              |
|----------------------|--------------|
| <b>TYPE OF EVENT</b> | IIC event    |
| <b>VENUE</b>         | Seminar Hall |

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|                                |  |
|--------------------------------|--|
| <b>TIME &amp; DURATION</b>     | 11:00 AM onwards   |
| <b>CONDUCTED BY</b>            | IIC  |
| <b>ORGANISED FOR</b>           | BBA M5B and BBA E5B  |
| <b>NAME OF THE COORDINATOR</b> | Ms Ravleen Kaur  |
| <b>ATTENDANCE</b>              | 62   |
| <b>RESOURCEPERSON</b>          | Dr Amresh Kumar<br><br>CEO , ACIC RISE Association (An incubator supported by AIM, NITI Aayog, Government of India)  |
| <b>OBJECTIVES OF THE EVENT</b> | <ol style="list-style-type: none"><li>1. To understand the journey from ideation to market entry.</li><li>2. To explore strategies to identify real customer pain points.</li><li>3. To learn tools for testing and validating startup ideas.</li><li>4. To assess and develop product-market fit.</li></ol><br>To understand the role of customer feedback and agile iterations.                  |
| <b>LEARNING OUTCOME</b>        | <ol style="list-style-type: none"><li>1. Participants gained a clear roadmap for moving from idea to market.</li><li>2. They enhanced their ability to test and refine ideas using real-world feedback.</li><li>3. They developed a stronger understanding of how to achieve and measure product-market fit.</li><li>4. They increased their exposure to entrepreneurial best practices.</li></ol> |
| <b>SHORTFALL DURING EVENT</b>  | N/A  |
| <b>LINK OF ONLINE VIDEO</b>    | <a href="https://youtu.be/vlUMsc-u5d0">https://youtu.be/vlUMsc-u5d0</a>  |

**PREPARED & SUBMITTED BY: MS RAVLEEN KAUR, ASSISTANT PROFESSOR  
(CMS), GIBS**