



Sandip Institute of Technology and Research Centre

At & Po – Mahiravani, Trimbak Road, Tal & Dist .– Nashik

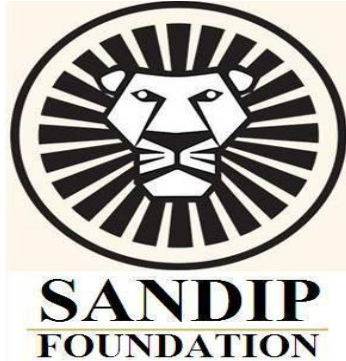
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Activity Report On

“Expert Lecture on Start up”

15th September 2022

Organized by

Department of Artificial Intelligence and Data Science

**SF’s Sandip Institute of Technology and Research Centre,
Nashik**



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Name of Program: Expert Lecture on Start up on the occasion of Engineers Day-2022.
(Global Certification and Opportunity)

Date: 15th Sept. 2022

Resource Person: Mr. Rahul Bhargava (SheKunj & R Dot Ventures)

Staff Coordinator: Prof. R. M. Raut

Name of Student Coordinator :

1.Khushi Mehata 2. Ananya Sakhare 3. Kartik Zope 4. Nikhil Dengale 5. Sahil Shinde

Venue: Mechanical Seminar Hall (D Building)

Aim: To recognise and honor the achievements of the great engineer Mokshagundam Visvesvaraya.

Objectives:

Start-up objectives are the specific, measurable, achievable, relevant, and time-bound (SMART) goals that guide a new company's strategy and operations. These objectives serve as a roadmap for founders, investors, and employees, providing a clear direction and focus for the venture.

Start-Up Objectives Matter:

a. Clarity of Purpose: Start-up objectives provide a shared vision, ensuring that all team members understand and work towards the same goals.

b. Resource Allocation: They help in allocating resources effectively, as limited resources are a common challenge for start-ups.

c. Measuring Progress: Objectives allow you to track your progress and make necessary adjustments, aiding in your journey to success.





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d. Attracting Investors: Clear objectives make your venture more attractive to potential investors, as they can see a well-thought-out plan.

Types of Start-Up Objectives:

a. Financial Objectives: These are related to revenue, profitability, and financial growth. Examples include achieving a certain revenue milestone, reaching profitability within a specific time frame, or securing a certain amount of funding.

b. Market Objectives: These are centered around market share, customer acquisition, and market penetration. Goals might include capturing a certain percentage of the market or acquiring a specific number of customers.

c. Product/Service Objectives: These objectives focus on product or service development, such as launching a new product, improving an existing one, or expanding the product/service line.

d. Operational Objectives: These are related to the efficiency and effectiveness of internal processes. Examples include reducing production costs, streamlining operations, or enhancing customer support.

Effective Start-Up Objectives:

a. SMART Criteria: Ensure your objectives are Specific, Measurable, Achievable, Relevant, and Time-bound.

b. Alignment: Objectives should align with your company's mission and long-term vision.

c. Flexibility: While objectives provide direction, be prepared to adapt to changing circumstances and market conditions.

d. Regular Review: Periodically review and adjust your objectives to stay on track and relevant.

Examples of Start-Up Objectives:

a. Financial: Achieve \$1 million in annual revenue within three years.

b. Market: Capture 10% of the local market share within the first year.





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c. Product/Service: Launch three new product features within the next six months.

d. Operational: Decrease production costs by 15% within one year.

Measuring and Evaluating Progress:

a. Key Performance Indicators (KPIs): Identify relevant KPIs to track progress toward your objectives.

b. Regular Reporting: Share progress updates with your team and stakeholders regularly.

c. Course Correction: If objectives are not being met, be ready to pivot and adjust strategies.

Outcomes:

Sustainable Growth

Sustainable growth is the foundation upon which the long-term success of a start-up is built. It involves expanding your business in a way that is both scalable and economically viable. Here are some key aspects to consider:

a. Customer Acquisition: Continuously acquire new customers while retaining existing ones. Building a loyal customer base is essential for sustainable growth.

b. Revenue Growth: Increase your revenue over time, ensuring that your business generates enough income to cover expenses and invest in further growth.

c. Scalability: Develop systems and processes that can handle increased demand as your business grows. Scalability allows you to expand without encountering major operational challenges.

d. Market Expansion: Explore new markets, both geographically and in terms of customer segments. Diversifying your customer base reduces risk.

e. Profitability: Aim to achieve profitability or a clear path to profitability. Sustainable growth cannot be maintained if your business consistently operates at a loss.





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Market Validation and Product-Market Fit

Market validation and achieving product-market fit are crucial for ensuring that your product or service resonates with your target audience. These outcomes are essential for long-term viability:

- a. Market Validation:** Validate your product or service idea by obtaining feedback from real customers. Ensure that there is a genuine need for what you are offering.
- b. Product-Market Fit:** Achieve a state where your product or service perfectly meets the needs and desires of your target market. Customers should be delighted by what you offer.
- c. Iterative Development:** Continuously refine and improve your product based on user feedback. An iterative approach helps you align your offering with market demands.
- d. Customer Satisfaction:** Monitor customer satisfaction and gather testimonials or reviews that can validate your product's effectiveness.
- e. Competitive Advantage:** Differentiate your product from competitors and establish a unique value proposition that resonates with customers.

Financial Sustainability and Investor Confidence

Financial sustainability and investor confidence are intertwined outcomes that can propel your start-up to the next level:

- a. Financial Sustainability:** Manage your finances wisely, ensuring that your business is not only profitable but also financially stable. This stability provides a safety net during challenging times.
- b. Positive Cash Flow:** Maintain a positive cash flow, as cash is the lifeblood of your business. Adequate cash reserves allow you to seize opportunities and weather downturns.
- c. Investor Confidence:** If seeking external funding, instill confidence in investors by demonstrating consistent growth, sound financial management, and a well-defined growth strategy.
- d. Exit Strategy:** Consider your long-term exit strategy, whether it's through acquisition, merger, or an initial public offering (IPO). A clear exit plan can attract investors looking for a profitable exit.





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Summary Report of Engineers Day-2022

Due to the excellent work done in the field of engineering, including dams, reservoirs, and hydroelectric projects, the birthdate of Dr. M. Visvesvaraya, who was awarded the Bharat Ratna in 1955, on September 15th, 1860, is celebrated as Engineers' Day. Dr. Mangesh Ghonge, Head of the Department of Artificial Intelligence and Data Science addressed the students and advised them to take Dr. M. Visvesvarayagaru as their role model. They emphasized the importance of being confident in their mission and sharpening their skills to meet the global demands of the industry. The students were encouraged to broaden their perspective and enhance their skills to become successful engineers. Mr. Rahul Bhargava, Founder of SheKunj & R Dot Ventures, urged the students to aspire to be great engineers with both technical skills and strong personal qualities. He also provided valuable insights into alternative career paths and shared information about global certifications and opportunities.

Program Schedule and Details :

The first day of our event was dedicated to igniting entrepreneurial sparks and guiding aspiring entrepreneurs on their journey.

Keynote Address: We began with an inspiring keynote address from a successful start-up founder who shared their personal journey, challenges faced, and lessons learned.

Workshops and Skill Building: Participants had the opportunity to attend hands-on workshops covering various aspects of start-up development, including business model canvas, pitch preparation, and customer validation techniques.

Panel Discussions: Panels composed of experienced entrepreneurs, investors, and industry





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experts discussed topics like funding strategies, building a strong team, and pivoting in the face of adversity.

Networking: The day concluded with a networking reception, allowing participants to connect with potential co-founders, mentors, and investors. shifted the focus to scaling and sustaining start-ups, catering to both early-stage and established ventures.

Success Stories: We heard from established start-ups that have successfully scaled their operations. They shared insights on scaling strategies, market expansion, and maintaining a competitive edge.

Investor Pitch Sessions: Selected start-ups had the opportunity to pitch their ideas to a panel of investors and receive valuable feedback.

Interactive Workshops: Workshops on topics such as growth hacking, legal considerations, and digital marketing provided actionable strategies for scaling.

Fireside Chat: A fireside chat with a renowned venture capitalist shed light on the investor's perspective and what they look for in start-ups.

Exhibition: Throughout both days, attendees could visit an exhibition area showcasing innovative products and services from start-up exhibitors.

Key Takeaways and Outcomes

Networking and Collaboration: Numerous connections were forged during the event, leading to potential collaborations, partnerships, and mentorships.





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Knowledge Sharing: Attendees gained practical insights and actionable advice from experienced entrepreneurs and industry leaders.

Investor Interest: Several start-ups attracted investor interest, highlighting the potential for funding opportunities.

Inspiration and Motivation: Many attendees left the event feeling inspired and motivated to pursue their entrepreneurial dreams.

Feedback and Future Plans

We are grateful for the overwhelmingly positive feedback received from participants. However, we are committed to continuous improvement and addressing areas of enhancement for future events:

More Interactive Sessions: Participants requested more interactive and hands-on sessions, which we plan to incorporate.

Diversity and Inclusion: We aim to increase diversity among speakers and attendees to create a more inclusive environment.

Sustainability: We are actively exploring sustainable event practices to reduce our carbon footprint.



Guest for Engineer's Day : Mr. Rahul Bhargava (SheKunj & R Dot Ventures)





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Guest / Speaker for Engineer Day



Celebration of Engineer’s day and Expert Lecture on Start up



Celebration of Expert Lecture on Start up with Guest





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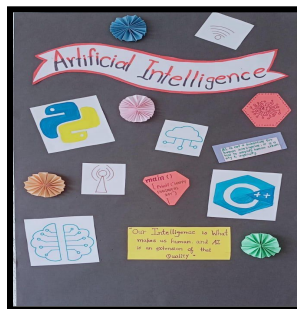
Celebration of Expert Lecture on Start up with Guest



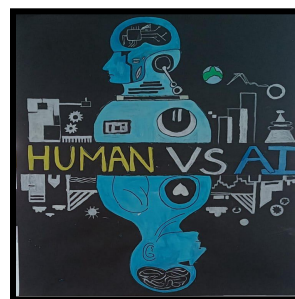
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Rangoli Draw by Student's



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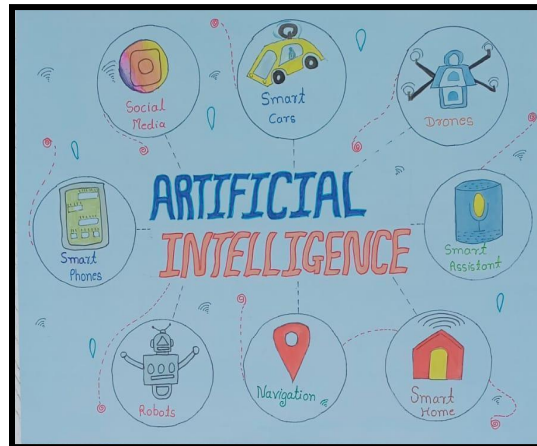
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Rangoli Draw by Student's



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Prof. R. M. Raut
Staff Coordinator

Dr. Naresh Thoutam
H.O.D

