



Under the aegis of Vijayam Educational Trust

CATALYST COLLEGE

(A Unit of CIMAGE Group of Institutions)

Institution approved by Education Department, Government of Bihar, Affiliated to Patliputra University, Patna



Ref: CC/WRSP-MOT/221

Date: 15-May-2022

NOTICE

This is to inform all the Students that a workshop on Riding the Entrepreneurial Wave: Stories, Strategies, and Types of Business Ventures (Featuring Ola) will be organized on 3.8.2022 from 9:30 AM to 5:30 PM in the auditorium of Catalyst College.

The workshop is completely free, and no money will be charged for the Training or Certification.

Interested students are instructed to meet the Activity In-Charge / Class Coordinator for more details and their registration.

By the order of

Principal

Principal
CATALYST COLLEGE
Plot No.- C-16(P) Patliputra Industrial Area
Patliputra, Patna-13

Plot No.C16(P), Patliputra Industrial Area
Patliputra, Patna- 800013

(+91) 7250767676

megha@cimage.in



Date: 03.08.2022

Workshop Title:

Riding the Entrepreneurial Wave: Stories, Strategies, and Types of Business Ventures (Featuring Ola)

Number of Students Participated: 58

Overview:

This workshop is designed for aspiring entrepreneurs, business owners, and startup enthusiasts who are keen to explore the dynamic world of entrepreneurship through real-life stories, proven strategies, and practical insights into various types of business ventures. Featuring Ola, one of India's most successful and disruptive tech-driven startups in the ride-hailing industry, this workshop will provide valuable lessons on how to build, scale, and sustain a business in today's competitive market.

Participants will gain a deeper understanding of the entrepreneurial journey, including how to identify opportunities, overcome challenges, and develop strategies that can lead to long-term success. The workshop will also showcase the story of Ola—its growth, innovation, and the key decisions that led to its rise as a global player in the ride-sharing market.

Model 1: Understanding the Entrepreneurial Journey

Session 1: The Entrepreneurial Mindset

- Exploring the key traits and skills that successful entrepreneurs have—resilience, creativity, risk-taking, and adaptability.
- The Rollercoaster Ride of Entrepreneurship: The highs and lows every entrepreneur faces, including common pitfalls and lessons learned along the way.
- Case Study: Ola's Entrepreneurial Story: The story of Ola, from its humble beginnings as an online cab aggregator to becoming a global ride-hailing giant.
 - Initial Struggles: How Bhavish Aggarwal and Ankit Bhati started Ola with the idea of disrupting the traditional taxi model and the early challenges they faced.
 - Innovation and Adaptation: How Ola differentiated itself through technology and innovation, including launching new features like Ola Share, Ola Auto, and Ola Electric.



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- Navigating Competition: Ola's approach to dealing with competition from global players like Uber, and its successful strategies in scaling and maintaining market dominance.

Session 2: Identifying Market Opportunities

- Spotting Gaps in the Market: How to identify unmet needs and create business ideas that provide real solutions.
- Conducting Market Research: Techniques for validating business ideas, understanding your target audience, and assessing competition.
- How Ola Identified and Seized the Opportunity: A deep dive into the market research and insights that led to Ola's successful entry into the ride-hailing industry.
 - Analyzing the Taxi Market: How Ola identified inefficiencies in the traditional taxi model, especially in India's tier-2 and tier-3 cities.
 - Adapting to Local Challenges: Understanding how Ola tailored its services to meet the unique needs of the Indian market and later international markets.

Session 3: Types of Business Ventures

- Business Models Explained: A rundown of different types of business ventures, including:
 - B2B (Business-to-Business): Companies that provide products or services to other businesses (e.g., software companies).
 - B2C (Business-to-Consumer): Companies that sell products or services directly to consumers (e.g., retail, e-commerce).
 - Tech-Driven Ventures: Startups like Ola, leveraging technology to disrupt traditional industries (e.g., ride-hailing, fintech, SaaS).
 - Social Enterprises: Ventures aimed at solving social problems while being sustainable (e.g., sustainable fashion, renewable energy).
 - Franchises: Expanding an existing business by offering franchising opportunities (e.g., fast-food chains, retail stores).
- How Ola Fits into the Tech-Driven Venture Model: Ola as an example of a tech-driven, scalable business model that transformed an entire industry.

Model 2: Strategies for Building and Scaling Your Business

Session 1: Building a Strong Brand Identity



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- The Power of Branding: How a strong, memorable brand can differentiate your business in a competitive market.
- Creating a Value Proposition: How to define your unique value and communicate it clearly to your audience.
- Ola's Branding Strategy: How Ola built its brand, created customer loyalty, and used localization to connect with diverse market segments.
 - Ad Campaigns: Analyzing successful marketing campaigns like "Chalo Niklo" and how they resonated with urban and rural customers alike.
 - Customer-Centric Approach: Ola's strategy of focusing on customer experience, from offering flexible payment options to ensuring safety and trust.

Session 2: Scaling Your Business: Key Growth Strategies

- Scaling Challenges: How to handle growth pains, including managing operations, expanding the team, and meeting customer demand.
- Investing in Technology and Innovation: The importance of continuously improving your product, adopting new technologies, and leveraging data analytics for decision-making.
- Ola's Expansion Strategy: A look at how Ola scaled from a domestic Indian startup to an international player in countries like Australia, the UK, and New Zealand.
 - International Expansion: Key decisions that allowed Ola to adapt to new markets and overcome regulatory and cultural challenges.
 - Innovating for Growth: Ola's focus on diversifying its services with electric vehicles (Ola Electric), auto-rickshaws (Ola Auto), and other mobility solutions.

Session 3: Funding Your Venture: From Seed to IPO

- Startup Funding Stages: Understanding the different stages of startup funding—seed capital, Series A, Series B, and beyond.
- How to Pitch to Investors: Crafting a compelling pitch, finding the right investors, and negotiating terms.
- Ola's Funding Journey: A case study of Ola's funding rounds, from its early backing by Accel Partners to its significant investments from SoftBank.
 - Investor Relationships: How Ola built strong relationships with investors and leveraged funding to fuel its expansion.



- Ola's IPO: A discussion of the plans and strategic considerations behind Ola's public listing and how it impacted the company.
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Model 3: Overcoming Challenges and Staying Resilient

Session 1: Handling Competition and Market Disruption

- **Competitive Landscape:** Understanding how to monitor competition, adapt, and position your business effectively.
- **Disrupting Traditional Industries:** How startups can thrive by challenging the status quo and offering better, more efficient solutions.
- **Ola vs. Uber:** Analyzing how Ola navigated competition with Uber, focusing on its market adaptation strategies, customer acquisition tactics, and innovations.

Session 2: Managing Risk and Uncertainty

- **Risk Management in Startups:** Identifying, mitigating, and managing risks in the early stages of a business.
- **Pivoting When Necessary:** Learning when to pivot your business model or product offerings in response to market feedback or unexpected challenges.
- **Ola's Response to Challenges:** How Ola dealt with regulatory hurdles, pricing wars, and market shifts, while staying agile and resilient.

Session 3: Building a Sustainable Business

- **Long-Term Strategy:** How to create a business that's not just successful but sustainable in the long term.
 - **Work-Life Balance and Mental Resilience:** Managing stress, avoiding burnout, and maintaining focus during tough times.
 - **Ola's Focus on Sustainability:** Ola's initiatives toward environmental sustainability, including its investment in electric vehicles and commitment to reducing emissions.
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Model 4: Practical Steps for Your Entrepreneurial Venture

Session 1: Mapping Your Entrepreneurial Journey

- **Creating a Roadmap for Success:** A step-by-step guide for planning, launching, and scaling your own entrepreneurial venture.
- **Setting Realistic Milestones:** How to break your journey into manageable steps and keep track of progress.



Session 2: Q&A and Group Discussion

- Interactive Discussion: Sharing your ideas with peers and mentors, getting feedback, and brainstorming strategies for overcoming challenges.

Session 3: Next Steps and Wrap-Up

- Building a Network: How to connect with fellow entrepreneurs, investors, and mentors to help you grow.
- Taking Action: Setting clear goals for the next 30, 60, and 90 days to kickstart your entrepreneurial journey.



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Date:-03/08/2022

international market. Usually, international entrepreneurs sell products in the Indian market until they reach the maturity stage and then sell them in the foreign market to earn profits.

5. Social entrepreneurship

Social entrepreneurship is a type of entrepreneurship in which entrepreneurs recognise a social problem and tailor their activities to create social value. Such entrepreneurs develop services, solutions or products to solve critical social issues and bring about social change. This social change could be related to environment conservation, animal rights protection or philanthropic activities for the underserved community. The motivating factor of social entrepreneurship is achieving social benefits. Working in a social enterprise means prioritising transformative social change while ensuring financial sustainability.

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these organisations use ethical practices such as conscious consumerism and

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5. Social entrepreneurship

Social entrepreneurship is a type of entrepreneurship in which entrepreneurs recognise a social problem and tailor their activities to create social value. Such entrepreneurs develop services, solutions or products to solve critical social issues and bring about social change. This social change could be related to environment conservation, animal rights protection or philanthropic activities for the underserved community. The motivating factor of social entrepreneurship is achieving social benefits. Working in a social enterprise means prioritising transformative social change while ensuring financial sustainability.

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Non-profit organisations are the best social enterprise examples.

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What Is an Entrepreneur (1) (4) (Protected View) - Word

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PROTECTED VIEW Be careful—files from the Internet can contain viruses. Unless you need to edit, it's safer to stay in Protected View. Enable Editing

This incident made him realise that without proper contacts, it is very difficult to get a cab which offers fair services.


And without proper contacts, one has to become a victim of arrogance of the drivers and their overpriced services.



A bad experience with a cab driver inspired Bhavish Aggarwal to start Ola Cabs

Here, Bhavish Aggarwal understood the untapped business potential.

Understanding customers-



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And after a few days, when he was bent on selling his tour package to a


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OLA



'Ola' is an organization that is known to almost everyone and there is no need for introduction. This company has solved the problem of several people who do not have their own vehicles or only one vehicle in their family, making it a part of their everyday life.



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Agarwal

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Registration

For Workshops/Seminars/Conferences during Academic Year 2021-2022

Riding the Entrepreneurial Wave: Stories, Strategies, and Types of Business Ventures (Featuring Ola)

(03 August 2022)

S. No.	ID	Name of the student	Student's Signature
1	445-6983	Aabha Kumari	Aabha Kori
2	445-6965	Aarti Kumari	Aarti Kumari
3	445-6997	Abhishek Kumar	Abhishek Kr.
4	445-7018	Abhishek Paswan	Abhishek Paswan
5	445-6838	Amar Kumar Jaiswal	Amar Kumar
6	445-7248	Gulshan Kumar	Gulshan
7	445-6901	Himanshu Raj	Himanshu Raj
8	445-6925	Jyoti Kumari	Jyoti Kumar
9	445-7453	Kalpna Kumari	Kalpna Kori
10	445-7404	Kalyan Kumar	Kalyan Kr.
11	445-7003	Manish Ranjan	Manish Ranjan
12	445-7021	Md Imran	Imran
13	445-6921	Muskan Malhotra	Muskan Malhotra
14	445-6999	Praveen Kumar	Praveen Kr.
15	445-6930	Priyanshu Kumari	Priyanshu Kr.
16	445-7037	Rajan Raj	Rajan Raj
17	445-7386	Rajesh Kumar	Rajesh Kr.
18	445-6961	Rajiv Kishor Singh	Rajiv Kishor
19	445-6868	Rajnikant Kumar	Rajnikant Kumar
20	445-6978	Rajshi Shah	Rajshi Sha
21	445-6957	Ravi Ranjan Kumar	Ravi Ranjan
22	445-7025	Rohit Kumar	Rohit
23	445-7351	Sanju Kumari	Sanju
24	445-6995	Subham Kumar	Subham Kr.
25	445-7005	Sunil Kumar	Sunil
26	445-7291	Supriya Kumari	Supriya Kr.
27	445-6989	Surabhi Kumari	Surabhi Kori
28	445-6967	Swarnika Kumari	Swarnika Kr.
29	445-7666	Vikram Kumar	V. Kumar
30	445-7009	Divya Kumari	Divya Kori
31	445-7102	Amrendra Kumar	Amrendra Kumar



32	445-7111	Krishna Kumar	Krishna Kumar
33	445-7103	Ankit Kumar	Ankit Kr.
34	445-7124	Shrishty Kumari Singh	Shrishty kr
35	445-7119	Chandan Kumar	Chandan Kr
36	445-7113	Durgesh Kumar Jha	Durgesh
37	445-7106	Naina Saki	Naina saki
38	445-7155	Naina Bharti	Naina Bharti
39	445-7183	Ashish Kumar Jha	Ashish kr
40	445-7214	Shobha Kumari	Shobha kr
41	445-7229	Ruchi Jha	Ruchi Jha
42	445-7259	Vinita Kumari	Vinita
43	445-7268	Rajnish Kumar	Rajnish
44	445-7285	Pawan Krishna Gandhi	Pawan Krishna
45	445-7303	Riya Kumari	Riya Kumari
46	445-7320	Sumit Kumar	Sumit Kr.
47	445-7365	Abdur Rahman	Abdur Ram
48	445-7426	Aditya Kumar	Aditya kr
49	445-7425	Sunny Kumar	Sunny kr
50	445-7236	Golu Kumar	Golu Kumar
51	445-7429	Seema Kumari	Seema
52	445-7244	Riya Kumari	Riya
53	445-7115	Sakshi Kumari	Sakshi Kr.
54	445-7427	Sidhant Kumar	Sidhant kr
55	445-7422	Vishwjeet Kumar	Vishwjeet kr
56	445-7420	Veer Gupta	Veer Gupta
57	445-7188	Priya Kumari	Priya Kumar
58	445-7175	Gautam Mishra	Gautam Mishra


 (Sign.)
 Course Coordinator