



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-NOT/22/23)28

Date: 01-Aug-2021

NOTICE

This is to inform all the Students that a workshop on Meet the Entrepreneur: Inspiring Stories of Success and Innovation will be organized on 16.8.2021 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
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Patliputra, Patna- 800013

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Date:16-8-2021

Workshop Title

Meet the Entrepreneur: Inspiring Stories of Success and Innovation

Number of Students Participated: 55

Objective:

This workshop aims to inspire and motivate budding entrepreneurs by sharing real-life stories of business owners who have navigated challenges, harnessed innovation, and achieved success. Participants will gain insights into the mindset, strategies, and key lessons that helped these entrepreneurs succeed in a rapidly evolving marketplace. The session will also foster networking and mentorship opportunities for aspiring business owners.

Model 2. Entrepreneurial Journey: From Idea to Execution

- The Idea That Started It All: Entrepreneurs will share how they came up with their business idea, the inspiration behind it, and how they validated it in the market.
 - Key Challenges Faced: The roadblocks that entrepreneurs typically face when starting a new business (funding, market validation, scaling).
 - Pivoting and Adapting: Real examples of how some entrepreneurs pivoted their business models when faced with market changes or unexpected challenges.
 - The First Milestones: How they secured initial customers or users, the first sale, and what that success meant for their confidence and growth trajectory.
 - Lessons Learned: Insights into the essential skills, tools, and strategies that helped entrepreneurs turn their vision into a thriving business.
 - Importance of perseverance, adaptability, and seeking mentorship.
 - Managing the emotional rollercoaster of entrepreneurship.
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Model 3. Innovation and Differentiation: Standing Out in the Market

- **Creating a Unique Value Proposition:** How successful entrepreneurs identified gaps in the market and created products or services that stood out.
 - **Disrupting the Status Quo:** Examples of businesses that have disrupted traditional industries through innovation.
 - **Leveraging Technology:** How technology, social media, and digital tools have played a role in scaling their businesses.
 - **Branding and Marketing:** Entrepreneurs will share how they built their brand, from their initial marketing efforts to creating a compelling brand identity.
 - The role of storytelling in building a brand that resonates with customers.
 - Practical marketing strategies that worked, such as content marketing, influencer partnerships, and grassroots community-building.
 - **Challenges of Scaling:** The hurdles entrepreneurs face when scaling, including team building, operational efficiency, and managing cash flow. Entrepreneurs will provide real-world examples of how they overcame these challenges.
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Model 4. Overcoming Failure: Turning Setbacks into Stepping Stones
Failure as a Learning Opportunity: Entrepreneurs will discuss their failures and mistakes along the way—be it financial losses, product failures, or missed opportunities—and how these setbacks shaped their growth.

- **Case Study Examples:** Specific instances where failure led to reinvention and long-term success.
 - **Resilience and Mindset:** How maintaining a positive mindset, focusing on solutions, and embracing failure as part of the journey helped them bounce back stronger.
- **Risk-Taking and Decision-Making:** Insights into the calculated risks successful entrepreneurs have taken, from investment decisions to pivoting their product or service.
 - The importance of risk management and how to minimize the impact of risks.



Model 5. Panel Discussion: Key Traits of Successful Entrepreneurs Mindset & Vision: A discussion on the mental traits that set successful entrepreneurs apart, such as risk tolerance, resilience, and a willingness to learn from mistakes.

- Visionary thinking: How entrepreneurs foresee future opportunities and align their business goals with trends.
- Leadership & Team Building: How to lead a team effectively, create a positive company culture, and attract talent that shares your vision.
 - The role of mentorship and collaboration in entrepreneurial success.
- Financial Management and Fundraising: A look into the financial side of entrepreneurship.
 - How to manage limited resources, secure funding, and ensure profitability.
 - How to pitch to investors and navigate the fundraising process.

Model 6. The Power of Networking and Mentorship

Building a Support System: The importance of networking, both online and offline, for personal and business growth.

- How entrepreneurs leveraged relationships to gain new customers, investors, and collaborators.
- Finding a Mentor: The value of mentorship in shaping an entrepreneur's journey. How mentors provide valuable insights, accountability, and emotional support.
 - Practical tips for finding and cultivating meaningful mentor-mentee relationships.

Model 7. Interactive Session: Q&A with the Entrepreneurs

- Live Q&A: Attendees will have the opportunity to ask the entrepreneurs any questions about their journey, challenges, and advice for success.



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- Questions can cover topics such as funding, marketing, hiring, or scaling a business.
- Audience Interaction: Encouraging participants to share their experiences and challenges, creating an open dialogue where they can gain personalized feedback from the panel.

Meet the Entrepreneur: Inspiring Stories of Success and Innovation

Date:16/08/2021

The screenshot shows a Zoom meeting in progress. The main window displays a web browser with the URL startuptalky.com/bharatpe-success-story/#BharatPeBharatPe-About. The page title is "BharatPe - Founders and Team". The text on the page reads: "BharatPe founders were Ashneer Grover, Bhavik Koladiya, and Shashvat Nakrani. However, with Ashneer's resignation dated February 28, 2022, BharatPe lists Bhavik and Shashvat as its Co-founders." Below the text is a photograph of two men, Ashneer Grover and Bhavik Koladiya, standing outdoors. A GPS overlay is visible over the photo, showing the location: Patna, Bihar, India, C-17/P, Patliputra Industrial Area, Patliputra Colony, Patna, Bihar 800013, India. The coordinates are Lat 25.633263° and Long 85.101577°. The date and time are 16/08/2021 11:15 AM GMT +05:30. The Zoom interface on the right shows a video feed of a participant named Kumari Shikha and a list of other participants: E2-29-6967-Swarnika Kumari, E1-01-5462-Aashish Raj, and E1-19-5414-Mahi Kumari.


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BharatPe - Business Model

The BharatPe business is an Indian QR code-based payments company that operates on B2B2C model because it helps the customers as well as the merchants or shop owners/retailers and other businessmen/women. The company's app accepts payments from **100+ mobile apps downloaded** in the Indian mobiles on India's UPI system by offering businesses a single interoperable QR sticker.

The QR can be scanned by and then payments are accepted from all renowned mobile apps such as **PayTm, WhatsApp, Mobikwik, Amazon Pay, BHIM, Google Pay, Freecharge** and True Caller. Retailers also get immediate credits for transactions made in their bank accounts on the same day.

In Patna, Bihar, India
 C-17/P, Patliputra Industrial Area, Patliputra Colony, Patna, Bihar 800013, India
 Lat 25.633367°
 Long 85.101167°
 16/08/2021 11:35 AM GMT +05:30

BharatPe Success Story | QR Code

BharatPe is a **QR code-based payment app** for offline businessmen and retailers. The company has its headquarters in New Delhi, but there are around 5 more offices of BharatPe across the country. The app, which allows its users to accept UPI payments for free through the BharatPe QR code, is hugely beneficial for the small merchants and kirana stores and their owners. Along with offering easy and interoperable QR codes for effortless **UPI payments**, BharatPe also extends Bharat Swipe (POS machine) for card acceptance and **small business** financing. Furthermore, the company also offers merchant loans of up to Rs 7 lakhs that can be availed for a duration of 3 to 12 months.

BharatPe also owns a peer-to-peer lending platform called 12% Club. BharatPe also launched the **Digital Gold** product in 2020. This will allow the users to transact for 24-carat gold with 99.5% purity.

The BharatPe app powered by efficient QR code payments helps its users to sign in immediately, and instantly start receiving the funds in their bank account. BharatPe started with a mission to make payments free for all its users. Its intention is to help all.

BharatPe Success Story | QR Code
 Patna, Bihar, India
 C-17/P, Patliputra Industrial Area, Patliputra Colony, Patna, Bihar 800013, India
 Lat 25.633237°
 Long 85.101575°
 16/08/2021 11:27 AM GMT +05:30

Meet the Entrepreneur: Inspiring Stories of Success and Innovation

(Signature)
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