



Ref. CC/Wasp-NoT/21/28/33

Date: 10- Jan - 2021

NOTICE

This is to inform all the Students that a workshop on Meet the Entrepreneur: Unlocking the Secrets of Startup Success will be organized on 27.1.2021 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

By the order of

Principal

details and their registration.

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







Workshop Title

Meet the Entrepreneur: Unlocking the Secrets of Startup Success

Number of Students Participated: 52

Overview:

This workshop is designed for aspiring entrepreneurs, innovators, and individuals interested in understanding the nuances of launching and growing a successful startup. Through insights, case studies, and interactive discussions, participants will learn from successful entrepreneurs about the challenges, strategies, and mindset needed to turn an idea into a thriving business. The session will provide practical knowledge on how to navigate the startup ecosystem, raise funds, build a brand, and scale operations effectively.

Model 1. Introduction to Entrepreneurship and Startup Ecosystem

- What is Entrepreneurship?
 - Key characteristics and qualities of successful entrepreneurs.
 - The importance of risk-taking, resilience, and innovation.
- The Startup Landscape:
 - Overview of the global startup ecosystem and opportunities.
 - Key stages of a startup's life cycle: idea, product development, market entry, scaling, and exit.

Model 2. Panel Discussion with Entrepreneurs

- Meet the Entrepreneurs: Hear personal stories of entrepreneurs from diverse industries.
 - Challenges they faced in starting their companies.
 - How they overcame failures and pivoted their business models.
 - Key decisions that led to their success.

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 Interactive Q&A: Participants ask questions about real-world entrepreneurial experiences.

Model 3. Understanding the Startup Journey

- From Idea to Execution:
 - How to validate your startup idea.
 - Identifying product-market fit and testing assumptions.
 - Building a Minimum Viable Product (MVP).
- Business Model and Revenue Streams:
 - Different business models: B2B, B2C, SaaS, and others.
 - How to choose the right model for your startup.
 - Generating and maintaining cash flow from the beginning.

Model 4. Funding Your Startup: Raising Capital and Managing Finances

- Overview of Startup Funding:
 - Funding stages: Seed, Series A, Series B, and beyond.
 - Understanding bootstrapping vs. external funding.
- Attracting Investors:
 - How to pitch to investors: What they look for in a pitch.
 - The importance of building relationships with angel investors and VCs.
 - Understanding valuation and equity splits.
- Financial Management for Startups:
 - Managing cash flow, budgeting, and preparing for audits.
 - o Common mistakes and financial pitfalls to avoid.

Model 5. Building a Brand and Marketing Your Startup

- Branding Basics for Startups:
 - Creating a brand that resonates with your target market.

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- Crafting your unique value proposition (UVP).
- Developing a brand voice and presence (online and offline).

Growth Marketing:

- Low-cost, high-impact marketing strategies for early-stage startups.
- Leveraging social media, content marketing, and influencer partnerships.
- Strategies for acquiring and retaining customers.

Model 6. Startup Scaling and Growth Strategies

- Scaling Your Business:
 - Signs that your startup is ready to scale.
 - Building a scalable infrastructure (team, technology, operations).
- Operational Efficiency:
 - Streamlining processes and systems for growth.
 - How to hire, build a team, and create a company culture.
- International Expansion:
 - Strategies for taking your startup global.
 - Key challenges and how to approach new markets.

Model 7.Networking Session and Mentorship Opportunities

- Speed Networking: Connect with fellow attendees, share ideas, and find potential collaborators or co-founders.
- Mentorship Circle: Participants meet in smaller groups with experienced entrepreneurs for personalized guidance and advice.

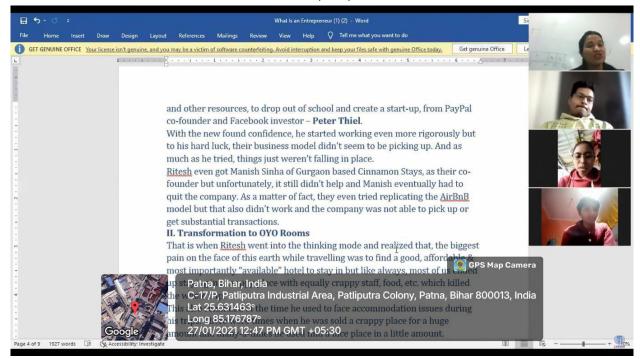
Wrap-Up and Final Thoughts

- Key Takeaways:
 - Recap of the major lessons and strategies shared throughout the workshop.

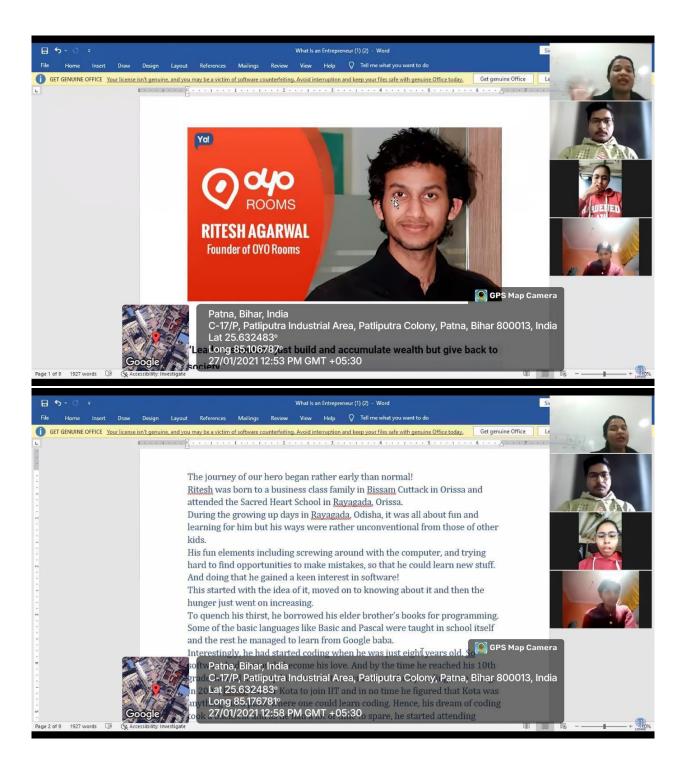
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Mastering Business Taxation: A Workshop for Business Leaders

Date:-27/01/2021



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Mastering Business Taxation: A Workshop for Business Leaders

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Registration

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

Meet the Entrepreneur: Unlocking the Secrets of Startup Success

(27 January 2021)

S. No.	ID	Name of the student	Student's Signature
1	445-6983	Aabha Kumari	Acebba Kri
2 .	445-6965	Aarti Kumari	Acsti
3	445-6997	Abhishek Kumar	Abhiseu
4	445-7018	Abhishek Paswan	Abhithelt Rasusa
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51	445-7666	Vikram Kumar	Niksan
52	445-7009	Divya Kumari	DIVYQ CO

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Course Coordinator