

Date:27-01-2021

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.
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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.
 - 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.



- 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.



Mastering Business Taxation: A Workshop for Business Leaders

Date:-27/01/2021

What Is an Entrepreneur (1) (2) - Word

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and other resources, to drop out of school and create a start-up, from PayPal co-founder and Facebook investor – **Peter Thiel**. With the new found confidence, he started working even more rigorously but to his hard luck, their business model didn't seem to be picking up. And as much as he tried, things just weren't falling in place. Ritesh even got Manish Sinha of Gurgaon based Cinnamon Stays, as their co-founder but unfortunately, it still didn't help and Manish eventually had to quit the company. As a matter of fact, they even tried replicating the AirBnB model but that also didn't work and the company was not able to pick up or get substantial transactions.

II. Transformation to OYO Rooms

That is when Ritesh went into the thinking mode and realized that, the biggest pain on the face of this earth while travelling was to find a good, affordable & most importantly "available" hotel to stay in but like always, most of us ended up staying in a place with equally crappy staff, food, etc. which killed the purpose of the trip. This was the case with Ritesh when he was sold a crappy place for a huge amount of money. He tried to find a better place in a little amount.

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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	Aabha Kari
2	445-6965	Aarti Kumari	Aarti
3	445-6997	Abhishek Kumar	Abhishek
4	445-7018	Abhishek Paswan	Abhishek Paswan
5	445-6838	Amar Kumar Jaiswal	Amar Kumar
6	445-7248	Gulshan Kumar	Gulshan Kumar
7	445-6901	Himanshu Raj	Himanshu
8	445-6925	Jyoti Kumari	Jyoti Kumari
9	445-7453	Kalpna Kumari	Kalpna
10	445-7404	Kalyan Kumar	Kalyan Kumar
11	445-7003	Manish Ranjan	Manish
12	445-7021	Md Imran	Imran
13	445-6921	Muskan Malhotra	Muskan
14	445-6999	Praveen Kumar	Praveen Kumar
15	445-6930	Priyanshu Kumari	Priyanshu
16	445-7037	Rajan Raj	Rajan Raj
17	445-7386	Rajesh Kumar	Rajesh
18	445-6961	Rajiv Kishor Singh	R.K.
19	445-6868	Rajnikant Kumar	Rajnikant
20	445-6978	Rajshi Shah	Rajshi Shah
21	445-6957	Ravi Ranjan Kumar	Ravi Ranjan
22	445-7025	Rohit Kumar	Rohit Kumar
23	445-7351	Sanju Kumari	Sanju Kumari
24	445-6995	Subham Kumar	Subham Kumar
25	445-7005	Sunil Kumar	Sunil Kumar
26	445-7291	Supriya Kumari	Supriya Kumar
27	445-6989	Surabhi Kumari	Surabhi Kumar
28	445-6967	Swarnika Kumari	Swarnika Kumari
29	445-7666	Vikram Kumar	Vikram Kumar
30	445-7009	Divya Kumari	Divya
31	445-7453	Kalpna Kumari	Kalpna Kumari
32	445-7404	Kalyan Kumar	Kalyan Kumar



33	445-7003	Manish Ranjan	Manish.
34	445-7021	Md Imran	Imran
35	445-6921	Muskan Malhotra	Muskan
36	445-6999	Praveen Kumar	P. Kumar
37	445-6930	Priyanshu Kumari	Priyanshu km
38	445-7037	Rajan Raj	Rajan Raj
39	445-7386	Rajesh Kumar	Rajesh kumar
40	445-6961	Rajiv Kishor Singh	Rajiv kisha
41	445-6868	Rajnikant Kumar	R. Kumar
42	445-6978	Rajshi Shah	Rajshi shah
43	445-6957	Ravi Ranjan Kumar	Ravi Ranj
44	445-7025	Rohit Kumar	Rohit ko
45	445-7351	Sanju Kumari	Sanju km
46	445-6995	Subham Kumar	Subham km
47	445-7005	Sunil Kumar	Sunil Kumar
48	445-7291	Supriya Kumari	Supriya km
49	445-6989	Surabhi Kumari	Surabhi km
50	445-6967	Swarnika Kumari	Swarnika km
51	445-7666	Vikram Kumar	Nikam
52	445-7009	Divya Kumari	Divya km



(Sign.)

Course Coordinator