

**Report
on
IMPACT LECTURE SERIES
Session1, Lecture-2**

Impact Lecture Series was Sponsored by Ministry of Education's Institutes Innovation Council (MIC) and AICTE. This series was conducted in two sessions each consisting of two lectures.

An impact lecture series Session-1, lecture-2 was organized on 28-9-2021, The details are as follows

Title of the Topic : Journey from Business Idea to Start-up

Details of the Resource Person: Mr. Vikrant Bhujbalrao Director, Business Incubation Company, Your Sarthi.

Date : 28-9-2021

Number of Participants: 296

Link to join lecture: <https://youtu.be/2yD07iNoV6w>

Social media shared link: <https://www.facebook.com/101408854942632/posts/402640954819419/>

Objectives:

This lecture is aimed for the students and faculties who are keen interested in the commercialization of their idea into business. In this lecture all the budding entrepreneurs were made aware about process, difficulties and legal requirements for converting idea into commercialized product/ service.

Outcomes :

Budding entrepreneurs were known with the process of converting idea into start-up

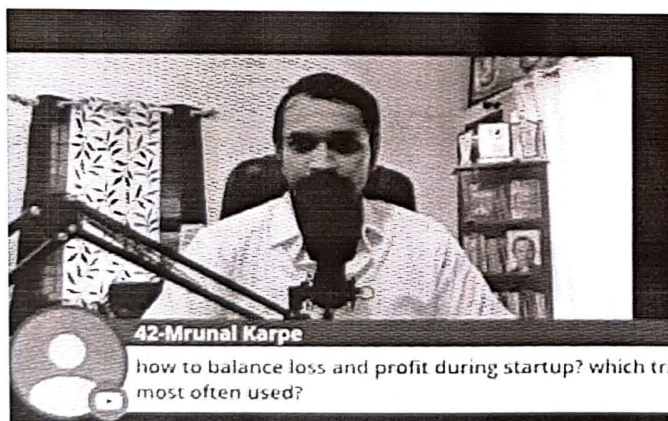
Key Highlights of the Lecture:

The process / steps in converting idea into start-up was discussed in details by Mr. Vikrant Bhujbalrao with his own journey as follows

1. Ideation - to have an innovative idea that answers a current need
2. Conception - Once confirmed the potential of the idea, it's time to develop the model and business plan in order to attract potential partners and / or investors.
3. Company Establishment - It should be treated as soon as the bureaucracy associated with the legalization of startup, since the definition of business structure to raise financing.

4. Brand management - This is one of the most neglected by the steps startup and having the same weight as other phases. Here is defined a visual entity of the company, setting a logo as well as the creation of a landing page.
5. Brand Protection - It is essential that as soon as the business idea remains unique and exclusive. There are several types of protections from copyright to patents.
6. Development - It's time to make the idea a reality. Here should be set which types of development are better fits for the startup and start to put hands to work.
7. Market launch - The last step is to place the product / service developed in the market. Here we apply the best marketing strategies to win the maximum number of customers possible.

Photo Gallery:



Mahendra V. Khairnar

Mr. Mahendra V. Khairnar
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