

REPORT

LEGO Startup: A Business Fair

Event Date: 23.10.2024 to 17.11.2024

About the event:

LEGO Startup: A Business Fair Organized by E-Cell and supported by ASHINE, conducted from 23rd October to 17th November 2024, was a pioneering initiative to cultivate entrepreneurial talent among SVNIT students. This month-long event created a safe and supportive environment for participants to ideate, prototype, and test their business concepts with guidance from mentors and industry leaders.

The program was structured into four distinct phases: Prototype Development and Team Building, Market Research and Online Campaigns, Offline Sales and Marketing, and Investor Presentation Preparation. Through these activities, students gained essential entrepreneurial skills, including team collaboration, marketing strategies, and effective pitching techniques.

The event concluded with a grand finale, where 20 finalist teams showcased their innovative products and services at dedicated stalls. The exhibition witnessed an impressive footfall of over 2000 attendees, including students, faculty, and six esteemed business leaders. The large turnout, especially on a Sunday morning during a long weekend, underscored the program's significant impact and popularity.

The LEGO Startup Program not only enabled students to transform their innovative ideas into viable ventures but also fostered a thriving culture of innovation and entrepreneurship within the SVNIT community, setting a high standard for future initiatives.