

Ref: ICSII-SSIP04/NOV24/07

Date: Saturday, November 30, 2024

Event Report

Event: Dream Biz with ICSII SSIP

Type: Seminar

Time: 3:00 PM - 5:00 PM

Venue: Boardroom, Bhanwar Building, Indus University

Overview

The **Dream Biz with ICSII SSIP** seminar, hosted by **Prof. Mansi Mehta** (Assistant Professor, Indus University), focused on helping students and aspiring entrepreneurs realize their **startup dreams** and take them to the next level. The event emphasized the role of **incubators** like ICSII and the **Student Startup and Innovation Policy (SSIP)** in providing the resources, mentorship, and network necessary for turning entrepreneurial ideas into thriving businesses.

Key Topics Covered

1. Introduction to ICSII and SSIP

- Overview of **ICSII** (Indus Center for StartUp Innovation & Incubation) and how it supports **student-led startups** through mentorship, funding, and infrastructure.
- Understanding the **Student Startup and Innovation Policy (SSIP)** and its role in fostering **entrepreneurship** among students.

2. Building Your Dream Business

- Steps to turn a **business idea** into a successful startup, including the **conceptualization, market research, team building, and execution**.
- The importance of developing a **unique value proposition** and establishing a **sustainable business model**.

3. Navigating the Startup Ecosystem

- Insights into the **startup ecosystem** and the **challenges** that entrepreneurs typically face, from ideation to scaling.
- How to leverage ICSII's resources like **mentorship, funding opportunities, and networking events** to overcome obstacles.

4. Role of Innovation in Business Growth

- How **innovation** can fuel business growth and create **differentiation** in a competitive market.
- Understanding the process of **innovative thinking**, applying it to product development, and fostering a culture of innovation within a startup.

5. Pitching Your Business Idea

- Tips on how to **pitch** your business idea effectively to **investors** and **mentors**.
 - Key components of a successful **pitch deck**, including the **problem, solution, market opportunity**, and **financial projections**.
6. **Funding and Support for Startups**
- Exploring the various **funding** options available for startups, such as **angel investors, venture capital**, and **government grants**.
 - How to apply for **SSIP grants** and other **financial support** available through ICSII and external agencies.
7. **Networking and Collaboration**
- The value of **networking** with fellow entrepreneurs, industry experts, and potential investors.
 - Creating **strategic collaborations** with other startups and organizations to accelerate growth.

Event Highlights

- **Audience Engagement:** The attendees participated in an interactive session, sharing their business ideas and receiving valuable feedback from the speaker and peers.
- **Practical Insights:** Prof. Mansi Mehta shared real-life examples of students who have successfully **launched startups** with the help of ICSII, demonstrating the impact of the **support system** provided by the incubator.

Key Takeaways

- ICSII and SSIP offer essential resources for students who are passionate about entrepreneurship, from **mentorship** to **funding**.
- Entrepreneurs must focus on creating an **innovative product** with a solid **business model** and a clear understanding of the **market**.
- **Pitching** skills are crucial for attracting investors and securing funding for your startup.
- **Networking** and **collaboration** with others in the startup community are essential for long-term success.

Conclusion

The **Dream Biz with ICSII SSIP** seminar was a highly informative session that inspired students and entrepreneurs to pursue their dreams of building a startup. By leveraging the support available through **ICSII** and **SSIP**, aspiring entrepreneurs can navigate the complexities of starting a business and unlock their potential for success.

Attendance: 55 Participants

Speaker: Prof. Mansi Mehta – Assistant Professor, Indus University

Organized by: ICSII, Indus University