

Ref: ICSII-SSIP04/DEC24/03

Date: Friday, December 6, 2024

Event Report

Event: The Entrepreneur's Toolkit with SSIP

Type: Seminar

Time: 3:30 PM - 4:00 PM

Venue: Seminar Hall, Indus University

Overview

The **Entrepreneur's Toolkit with SSIP** seminar, led by **Prof. Shaswat Padalia** (Assistant Dean R&D, Indus University), aimed to equip entrepreneurs with essential tools and resources available through the **Startup Support and Innovation Policy (SSIP)**. The session focused on how these tools can help entrepreneurs navigate the startup journey, from ideation to execution.

Key Topics Covered

1. Introduction to SSIP

- Overview of the **Startup Support and Innovation Policy (SSIP)** and how it supports entrepreneurs in the early stages of their ventures.
- Understanding the benefits of **SSIP initiatives**, including access to **mentoring, funding opportunities**, and **incubation support**.

2. Government Schemes and Grants for Startups

- An introduction to various **government schemes**, grants, and funding options available to **SSIP-supported startups**.
- Detailed discussion on how entrepreneurs can apply for and benefit from these financial aids.

3. Essential Tools for Startup Growth

- Tools available under **SSIP** to assist with **business development, marketing, financial management**, and **IPR protection**.
- How to access resources such as **business incubators, accelerators**, and **technology transfer offices**.

4. IPR and Legal Support for Entrepreneurs

- The role of **Intellectual Property Rights (IPR)** in protecting startup ideas and innovations.
- How **SSIP** offers legal support and resources to ensure that startups can secure patents, trademarks, and copyrights for their products and services.

5. Pitching and Business Networking

- Tools to assist startups in preparing **pitch decks** and refining their business models for successful **fundraising**.
 - Networking opportunities available through **SSIP**, including connections to investors, mentors, and industry experts.
6. **Building a Sustainable Business Model**
- Key components of a **sustainable business model**, including product-market fit, customer acquisition, and scaling strategies.
 - How **SSIP** provides access to **resources** that can help entrepreneurs test and refine their business models.
7. **Access to Mentorship and Expert Advice**
- Overview of **mentorship programs** provided by **SSIP** to connect entrepreneurs with experienced mentors in various fields.
 - The importance of having access to experts in **finance, marketing, technology, and business operations** for startup success.

Event Highlights

- **Interactive Session:** Participants engaged in a discussion about the challenges they face in the early stages of their startups and how **SSIP** can assist them.
- **Q&A Session:** The seminar concluded with a Q&A session where participants asked about specific tools and resources available through **SSIP**, and how they can leverage these tools to improve their business operations.

Key Takeaways

- **SSIP** provides valuable resources to entrepreneurs, including **funding, mentorship, and incubation support**.
- Entrepreneurs should take full advantage of the tools and resources provided by **SSIP** to **protect intellectual property, optimize business models, and scale their startups** effectively.
- **Networking and mentorship** are key to the long-term success of any startup, and **SSIP** offers significant opportunities in these areas.

Conclusion

The **Entrepreneur's Toolkit with SSIP** seminar was an informative session that introduced entrepreneurs to the various resources and support available through the **Startup Support and Innovation Policy (SSIP)**. The session highlighted how these tools can help **startups** grow and succeed by providing access to funding, mentoring, and legal support.

Attendance: 60 Participants

Speaker: Prof. Shaswat Padalia (Assistant Dean R&D, Indus University)

Organized by: ICSII, Indus University