

ENTREPRENEURSHIP DEVELOPMENT CELL

A REPORT ON

“How to Get Startup Ideas”



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INSTITUTION'S
INNOVATION
COUNCIL

Session on How to Get Idea

26th, September, 2022
10:00 AM to 11:00 AM
Venue: Central Auditorium

Mr. Hutesh Baviskar
Incubation Manager
Entrepreneurship Development
Centre, Parul University



 [www. paruluniversity.ac.in](http://www.paruluniversity.ac.in)

Speaker: Hutesh Baviskar

Speaker Organization: Parul University

Speaker Designation: Manager, EDC

Organizing Authority: Entrepreneurship Development Cell

Institute: Parul Polytechnic Institute.

Date: 26th Sep, 2022

Time: 10:00 AM to 11:00 AM

Attendance: 70

Summary

A session “**How to Get Startup Ideas**” was organized by Entrepreneurship Development cell on 26th Sep, 2022 for Parul Polytechnic Institute which was conducted by Mr. Hutesh Baviskar. The main objective of this session is objective to enhance, encourage problem identification and solving ability among students and also to create awareness among students of about the opportunities lies in the field of Entrepreneurship in their field.

Mr.Hutesh shared the experiences says, how most common mistake is believing that you need an amazing idea to get started. What this usually looks like is someone who believes the key to having a successful startup is starting with a brilliant idea. And so they're waiting to have a brilliant idea before they start anything. It's really easy, when you look at successful companies today, like Google or Facebook, to think, "Wow that was such a brilliant idea." But I can tell you it only looks that way in hindsight. When Google started, it was, like, the 20th search engine. And when Facebook started, it was, like, the 20th social network. What made them successful wasn't a brilliant initial idea. It was a good enough initial idea, combined with great execution.

The next mistake is exactly the opposite: jumping into the first idea that comes to mind, without really stopping to think critically about whether it's a good idea at all. And it's amazing how common this is. Here's the thing. If your startup is successful, you will spend years of your life working on it. And if you're going to spend years of your life working on something, wouldn't it make sense to spend, say, at least a couple of weeks first, deciding what to work on? Surprisingly few founders do this, and so, if you do it, you are actually ahead of the curve. What I'm arguing here is that if you imagine a spectrum where one end is "try the first idea that comes to mind," and the other end is, "wait for the perfect idea," you wanna be somewhere in the middle. You should think of your initial idea as a good starting point.

The third mistake is to start with a solution instead of a problem. And I'll give an example. So, imagine you come up with a startup idea "Uber for plumbers." It's an app, you push a button, a plumber shows up. This is a solution. What problem does this solve? I don't know. Maybe it's hard to find plumbers. That might be a real problem, but my point is if you come up with an idea like this, you are starting with a solution. We see this so commonly at YC that we have a term for it. It's called a "Solution In Search of a Problem," or a SISP. And these are usually not great, because usually, you never actually find the problem. You're much better off starting with a problem, and then looking for solutions.

The last mistake is believing that startup ideas are hard to find. Actually, they're easy to find, because there are many, many real problems left in the world. If you're having trouble finding them, it's just that you haven't yet learned how to do it. Once you learn how to notice good startup ideas, you'll see them all over the place.

The first criteria are how big is this idea? The best way to judge this, I think, is to look for existing large companies that do something similar. So, suppose you want to start a new kind of bank. Well, there already are a bunch of banks, and they're big companies, so that suggests that this idea could be big. Your idea could also score well here if you're doing something in a market that's small today, but has a real chance of being huge in the future.

The main motive behind organizing this session focused on exploring innovative ideas and solving problems with insightful activities and learning lessons for Entrepreneurship as well as awareness about problem solving nature among the students.

Glimpses of event:





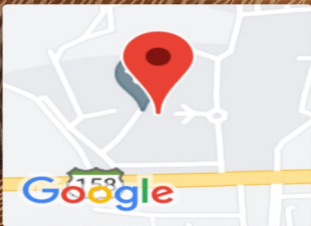
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