

## **Report of the Activity**

### **Entrepreneurship Development Program**

**Date:** 01/10/2024 - 04/10/2024

**Venue:** Karnavati University Campus

**Time:** - 09:00 AM to 05:00 PM

**Number of Participants:** - 112

Unitedworld Institute of Design (UID), in association with KIIF, SSIP, IIC and EDC, successfully conducted a 4-day Entrepreneurship Development Programme for 120 students, aimed at nurturing an innovation-driven and human-centred entrepreneurial mindset. The programme introduced students to the complete journey of entrepreneurship from identifying real problems to presenting a refined pitch deck using structured design thinking and startup development tools.

The sessions began with problem identification through the Ideation Canvas, enabling students to articulate meaningful challenges and explore early solution directions. This was followed by Empathy Canvas exercises that encouraged students to understand user emotions, behaviours and needs, reinforcing the role of compassion and inclusivity in innovation. In next day, students explored the Value Proposition Canvas to shape solutions that genuinely create value while aligning them with market expectations and user aspirations.

The programme then moved to Lean Startup principles and the Business Model Canvas, helping students evaluate feasibility, sustainability and key components of a startup. Participants learnt how to test assumptions, develop minimum viable solutions and understand the importance of protecting their innovative ideas through IPR awareness. On the final day, students were guided to convert their refined ideas into structured business proposals and pitch decks, covering aspects such as problem definition, solution articulation, market fit, business model and differentiation.

The concluding highlight of the programme was a Pitch Presentation, where students presented their ideas to a jury in two separate sections. Six students three from each section were awarded prize money for their outstanding presentations, clarity of thought, design-driven approach and entrepreneurial potential. The programme created an inspiring environment that strengthened students' confidence, creativity and problem-solving abilities while aligning with the university's commitment to fostering innovation and entrepreneurship.

## Glimpses of Event

