

REPORT

How to build and out bound sales Engine

Event Date: 20.12.2025

About the event:

On 20th December 2025, ASHINE organized a Workshop on Review of Requirements and Business Case Development at ASHINE. The workshop was led by Mr. Sunny Kabrawala, an experienced Startup Founder and startup mentor. The session focused on helping participants understand how to clearly define technical and business requirements and convert ideas into a structured business case. Mr. Kabrawala shared practical insights on problem identification, market validation, cost analysis, and value proposition development.

The workshop was interactive and provided participants with actionable guidance to strengthen their startup planning and decision-making process.