



Veer Narmad South Gujarat University

Student Startup & Innovation Policy (SSIP), Institution's Innovation Council (IIC) & Department of Business & Industrial Management Jointly Organized Session on "THE ENTREPRENEUR'S PLAYBOOK: FROM BUSINESS IDEA TO MARKET SUCCESS"

"REPORT ON THE ENTREPRENEUR'S PLAYBOOK: FROM BUSINESS IDEA TO MARKET SUCCESS"

Type of Event: Expert Session

1. **Date:** 6 August 2026
2. **Time:** 03:30 PM
3. **Venue of the Event:** Seminar Room, Department of Business & Industrial Management, Veer Narmad South Gujarat University (VNSGU), Surat
4. **Guest Speaker:** Ms. Siddhi Patel (Assistant Manager SSIP)

1.Acknowledgement

The programme on **"The Entrepreneur's Playbook – From Business Idea to Market Success"** was jointly organized by **Student Startup & Innovation Policy (SSIP), Institution's Innovation Council (IIC), and the Department of Business & Industrial Management (DBIM), Veer Narmad South Gujarat University (VNSGU), Surat.**

We express our sincere gratitude to the University authorities, organizing departments, faculty members, innovators, researchers, startups, students and all participants whose support contributed to the successful organization of the session.

Special appreciation is extended to the coordinators and organizing team for creating an interactive platform to help participants understand entrepreneurship, innovation, Intellectual Property Rights (IPR), funding, incubation, validation and market-oriented venture development.

2.Introduction

Entrepreneurship begins with an idea, but transforming an idea into a successful and sustainable venture requires a structured roadmap. The session “**The Entrepreneur’s Playbook – From Business Idea to Market Success**” was designed to provide participants with an understanding of the different stages involved in converting innovative ideas into market-ready ventures.

The programme highlighted the entrepreneurial journey through six important stages:

Ideate → Protect → Validate → Build → Launch → Succeed

The session focused on helping students, innovators, startups, faculty members and research scholars understand how an idea can be identified, protected through IPR, validated with the market, developed into a business model, launched and eventually scaled to create meaningful impact.

The programme also emphasized the importance of **startup and innovation policies, IPR protection, Proof of Concept (POC), prototypes, validation, funding, incubation and mentorship.**

3. Objectives of the Program

1. To create awareness about entrepreneurship and innovation as career opportunities.

2. To help participants understand the journey from a business idea to a successful market venture.
3. To introduce participants to relevant startup and innovation policies.
4. To create awareness regarding the importance of Intellectual Property Rights (IPR) for startups and innovators.
5. To explain various methods of protecting innovative ideas through patents, trademarks, copyrights, designs and trade secrets.
6. To provide insights into Proof of Concept (POC), prototyping and concept validation.
7. To familiarize participants with funding, incubation and mentorship opportunities.
8. To encourage students and researchers to convert innovative ideas into commercially viable ventures.
9. To provide practical understanding through startup stories and case-study-based learning.
10. To promote networking among students, innovators, startups, faculty and research scholars.

4. Program Details

Particular	Details
Programme	THE ENTREPRENEUR'S PLAYBOOK: FROM BUSINESS IDEA TO MARKET SUCCESS
Organized By	SSIP Cell
Co-organized By	Institution's Innovation Council (IIC)
Collaboration	Department of Business & Industrial Management
University	Veer Narmad South Gujarat University
Date	06 August 2026
Time	03:30 PM
Venue	Department of Business & Industrial Management, VNSGU
Mode	Offline
Target Audience	Students
Expert Speaker	Ms. Siddhi Patel (Assistant Manager SSIP)

5. Core Theme

The entrepreneurial roadmap covered:

1. IDEATE – Find the Right Business Idea
2. PROTECT – Secure Your Ideas through IPR
3. VALIDATE – Test & Validate Your Concept
4. BUILD – Build Your Business Model
5. LAUNCH – Go to Market & Scale Up
6. SUCCEED – Create Impact & Value

6. Session Details

The session was structured around the complete entrepreneurial journey, providing participants with a systematic understanding of how an idea can progress from conception to market success.

A. Ideation – Finding the Right Business Idea

The first stage focused on identifying meaningful business opportunities and developing ideas that address genuine problems or market needs. Participants were encouraged to think creatively and identify opportunities that could potentially be transformed into innovative products or services.

B. IPR – Protect What You Create

A major focus of the session was on **Intellectual Property Rights** and the need to protect innovative ideas before taking them to the market.

The programme introduced participants to:

- Patents
- Trademarks
- Copyrights
- Industrial Designs
- Trade Secrets
- Brand Value

The session highlighted that appropriate IPR protection can help innovators safeguard their creations and build long-term value around their ventures.

C. Validation – Test & Validate the Concept

The next stage focused on validating whether an idea has real-world potential. Participants were introduced to the importance of **Proof of Concept (POC), prototypes and validation** before making significant investments in a startup.

Validation helps entrepreneurs understand customer requirements, test assumptions and improve their products or services.

D. Building the Business

The programme subsequently focused on converting a validated idea into a structured business model. Participants were encouraged to understand the commercial aspects of entrepreneurship and the importance of developing a sustainable business proposition.

E. Launching and Scaling

The session explained the importance of taking a developed product or service to the market and identifying opportunities for growth and scaling.

Participants gained an understanding that successful entrepreneurship requires not only innovation but also effective market strategy, customer understanding and continuous improvement.

F. Funding, Incubation and Mentorship

The programme also highlighted the importance of accessing **funding, incubation and mentorship support** available to startups and innovators.

Participants were encouraged to explore appropriate support mechanisms and build networks that can assist them during different stages of venture development.

G. Startup Stories and Case Studies

The programme incorporated the relevance of **real startup stories and case studies** to provide practical insights into entrepreneurial challenges and opportunities. Such examples can help aspiring entrepreneurs understand how ideas are transformed into impactful ventures.

7. Key Learning Outcomes

At the end of the programme, participants were expected to develop a better understanding of:

- The complete journey from business idea to market success.
- The importance of identifying the right business opportunity.
- The role of innovation in entrepreneurship.
- The importance of protecting innovative ideas through IPR.
- Different forms of IPR, including patents, trademarks, copyrights, designs and trade secrets.
- The significance of POC, prototyping and concept validation.
- The fundamentals of developing a viable business model.
- The importance of market readiness and commercialization.
- Available avenues related to funding, incubation and mentorship.
- The importance of networking with entrepreneurs, innovators, faculty and other ecosystem stakeholders.
- How innovation can be transformed into a sustainable and impactful venture.
- The role of government and institutional startup policies in supporting student entrepreneurship and innovation.

8. Feedback

The feedback received from participants was highly encouraging.

The session provided participants with a structured and practical perspective on entrepreneurship. The six-stage framework-Ideate, Protect, Validate, Build, Launch and Succeed-helped present the entrepreneurial journey in a simple and systematic manner.

Participants particularly benefited from the emphasis on IPR protection, concept validation, funding, incubation and mentorship, as these are important considerations for students and innovators planning to develop their ideas into startups.

The programme also encouraged participants to think beyond merely generating ideas and to consider the complete process of protecting, validating, developing, commercializing and scaling an innovation.

9. Conclusion

The “**Entrepreneur’s Playbook – From Business Idea to Market Success**” session served as a valuable entrepreneurship and innovation awareness initiative at **Veer Narmad South Gujarat University**.

The programme provided participants with a clear roadmap for transforming an initial idea into a market-oriented venture. By emphasizing the stages of Ideate, Protect, Validate, Build, Launch and Succeed, the session highlighted that entrepreneurship requires a combination of creativity, IPR protection, validation, business planning, market understanding, funding and continuous support.

The collaboration between SSIP, IIC and the Department of Business & Industrial Management (DBIM) created an appropriate platform for promoting an innovation and startup culture among students, innovators and researchers.

Overall, the programme encouraged participants to move from “Ideas Today” to “Impact Tomorrow” and motivated them to explore entrepreneurship as a pathway for creating value, employment and sustainable impact.

Some Flyer of the events

VEER NARMAD
SOUTH GUJARAT UNIVERSITY
SURAT



TOPIC

The Entrepreneur's Playbook

From Business Idea to Market Success



IDEATE
Find the Right
Business Idea



PROTECT (IPR)
Secure Your
Ideas



VALIDATE
Test & Validate
Your Concept



BUILD
Build Your
Business Model



LAUNCH
Go to Market &
Scale Up



SUCCEED
Create Impact
& Value

JOINTLY ORGANIZED BY

SSIP

STUDENT STARTUP &
INNOVATION POLICY



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)

DEPARTMENT OF
BUSINESS &
INDUSTRIAL
MANAGEMENT
(DBIM)



WHAT TO EXPECT?

- ✓ Understand Startup & Innovation Policies
- ✓ Explore SSIP 2.0 Opportunities
- ✓ Importance of IPR for Startups
- ✓ POC, Prototype & Validation Insights
- ✓ Funding, Incubation & Mentorship
- ✓ Real Startup Stories & Case Studies
- ✓ Resources & Support Available

IPR: PROTECT WHAT YOU CREATE



PATENTS



TRADEMARKS



COPYRIGHTS



DESIGNS



TRADE SECRETS



BRAND VALUE



IN COLLABORATION WITH



VEER NARMAD SOUTH GUJARAT UNIVERSITY (VNSGU)

An insightful session for students, innovators, researchers and startups to understand how innovation can be transformed into successful ventures with the right roadmap and IPR protection.



DATE
06/08/2026
(Thursday)



TIME
03:30 PM
to
04:30 PM



VENUE
Seminar Hall,
DBIM, VNSGU



WHO SHOULD ATTEND?

- ✓ Students
- ✓ Innovators
- ✓ Startups
- ✓ Faculty
- ✓ Research Scholars

WHY YOU SHOULD ATTEND?



Learn Government
Policies & Benefits



Protect Your Ideas
with IPR



Get Access to
Funding & Support



Build Network &
Mentorship



Turn Ideas into
Impactful Ventures



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INNOVATE • PROTECT • ACCELERATE
TURN IDEAS INTO IMPACT

**IDEAS
TODAY
IMPACT
TOMORROW**









Report Prepared By
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