



DATE: 29.07.2021

REPORT ON
WORKSHOP – MENTORING SESSION ON “BUSINESS PLAN FOR START UP AND ITS INTELLECTUAL PROPERTY”

The Department of Electronics and Communication Engineering, Sri Sairam College of Engineering **WORKSHOP – MENTORING SESSION ON “BUSINESS PLAN FOR START UP AND ITS INTELLECTUAL PROPERTY”** ON 29th July 2021 @ 10.00am through online google meet Platform.

The webinar was Inaugurated by the welcome speech by **Dr.T.N. Prabakar**, Head of the department ECE. Our beloved **Dr.B. Shadaksharappa**, Principal Sri Sairam College of Engineering conveyed the best wishes for organizing such webinars and motivating the students of institution in the activities and enriching their knowledge in the research and innovation.

The **resource person Prof.C.Sivaprakash, Head of the department Artificial Intelligence & Machine Learning and Innovation Ambassador.** Sir was very inspiring and it was really feeling delighted to have been able to be a part of this and try to continue with the wave approach on society with this positive speech. Very interesting delivery. Around 50+participants joined the session. The important take away of the session was the students understood about the business plan is a written document that describes in detail how a business—usually a startup—defines its objectives and how it is to go about achieving its goals. A business plan lays out a written roadmap for the firm from marketing, financial, and operational standpoints. When a startup patents its ideas, its valuation increases and it is likely to attract investors. ... Unless a startup protects its patents, designs, and trademarks using Intellectual Property Rights, its rivals can copy them and steal market share.

Our students gave a positive feedback the session enlightened the idea of business startup and what are all the challenges and problems for starting a business , how to protect the IPR and Patent with the required knowledge as needed to the present scenario. The vote of thanks to the speaker was given by **Prof. Aruna R**, Assistant Professor, ECE, Sri Sairam college of Engineering.

Coordinator

Head of the Department



Department of
Electronics & Communication Engineering



Organizing

Mentoring Session on

“Business plan for start-up and its Intellectual property”

29th July 2021 @ 10.00 am



Speaker

Prof. Sivaprakash C

Head, Department of AI & ML
Innovation Ambassador
Sri Sairam College of Engineering



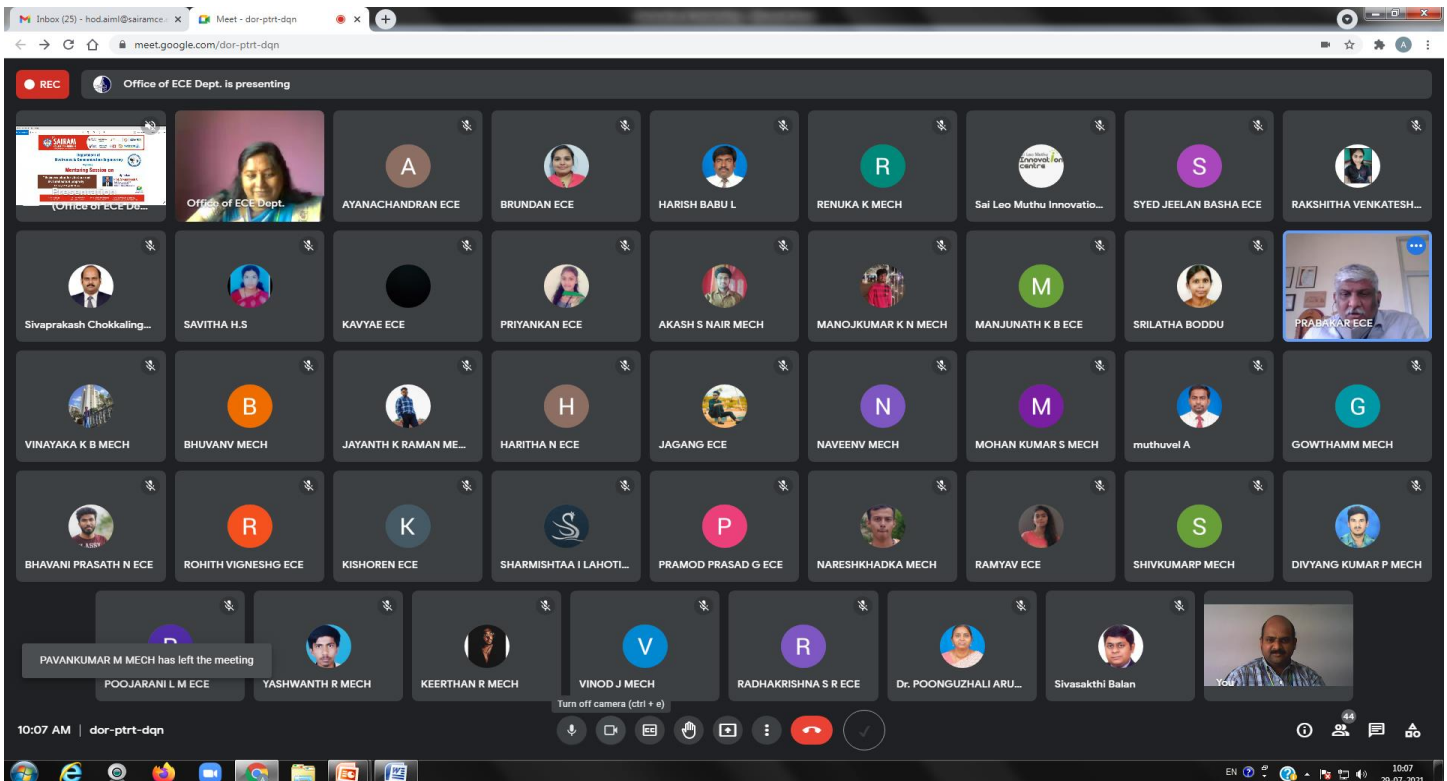
Hosting on
Google Meet

Prof. Aruna R
Co-ordinator

Dr. T N Prabakar
Head, Dept. of ECE

Dr. B. Shadaksharappa
Principal, SSCE

Sri Sai Prakash LeoMuthu
Chairman & CEO, Sairam Institutions





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AIML HOD is presenting

Critical Factors for MSME Success

Understanding a critical factors for MSME success:

- Business planning – context and purpose
- The process of business planning
- Types of business plans.
- In-depth analysis for business planning.
- Business plan structure & content.
- Business plan delivery & presentations.

Ministry of Micro, Small and Medium Enterprises, Government of India

MSME
MICRO, SMALL & MEDIUM ENTERPRISES
सूक्ष्म, लघु एवं मध्यम उद्यम

Sivaprasadh C. Department of AI & ML, Sri Sairam College of Engineering, Bengaluru

10:18 AM | Mentoring Session on " Business plan for st...
Dr. Poonguzhali Arunachalam

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Business Plan

A business plan will provide details on the following issues:

- Description of the company: **status, objectives, managers, shareholders, and mission.**
- Description of the products and services offered, including foreseen future developments.
- Description of the target markets/clients and competitors.
- Description of the marketing strategy of the company and the adopted sales and distribution channels.
- Description of the business organizational core.
- Provision of a financial plan (e.g. bank loans or equity investors, bootstrap, crowd funding) including profit and loss projections.

Sivaprasadh C. Department of AI & ML, Sri Sairam College of Engineering, Bengaluru

10:14 AM | Mentoring Session on " Business plan for st...
Dr. Poonguzhali Arunachalam

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Stages In Creativity Process

- Idea Germination: The initial stage of new ideas (Recognition)
- Preparation: Formulating the idea into a problem (Rationalization)
- Incubation: Automatic gathering of information (Fantasizing)
- Illumination: Perception of facts or feasibility of an idea (Realization)
- Verification: Testing the idea, its value or not (Validation)

Sivaprakash C. Innovation Ambassador & Head - Dept. of AI&ML, Sri Sairam College of Engineering, Bengaluru

10:34 AM | Mentoring Session on "Business plan for st..."

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Feasibility Study

Market Feasibility, Site Analysis, Supply & Demand, Capacity Utilization, Financial Analysis, Competition, Feasibility Studies

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10:43 AM | Mentoring Session on "Business plan for st..."

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Contents of a business plan

- Breakdown of Your Products and Services
- Marketing Plan
- Sales Strategy
- Manufacturing and Operational Plan
- Financial Projections
- Appendices and Exhibits

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The screenshot shows a web browser displaying the 'Student Yukti 2.0 Registration' form. The form fields include: Full Name, Email, Phone No., State (dropdown), District (dropdown), Institute Name (dropdown), and Password. The website header includes 'MCE'S INNOVATION CELL' and navigation links like Home, About, Resources, etc.

11:07 AM | Mentoring Session on " Business plan for st...

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