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From Idea to Impact: Transforming Innovation into a Start-up

Title	From Idea to Impact: Transforming Innovation into a Start-up
Date of Event(s)	2/07/2024
Department/Association/Cell/Committee	BBA
Venue (Mention the platform if it is online)	Online
Number of Participants	90
Target Audience	IV sem A and B

Resource Person(s) with qualification (if applicable):	MR KOMKANI KARTHIK YADAV

Place of visit/ details of Industrial Visit place (if applicable):	NA
Event Coordinator	Asst. Prof.Gulla Keerthi, Asst.Prof Sonia Ashok

The objective of the Program:

The primary objective of this report is to demystify the process of turning an innovative idea into a viable startup. The report aims to provide students with a detailed understanding of the different stages involved in the startup journey, from ideation and market research to business planning and operational management. Another key objective is to analyze and highlight various business procedures essential for startup formation and growth, incorporating practical insights from Mr. Karthik Yadav. The report also aims to equip students with the practical knowledge and tools necessary to bridge the gap between theoretical learning and real-world application, preparing them to navigate the startup ecosystem successfully.



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Report:

The transformation of an innovative idea into a successful startup is a journey that requires strategic planning, rigorous execution, and the ability to adapt to market dynamics. This report, guided by the insights of Mr. Komkani Karthik Yadav, an experienced business strategist, aims to provide IV semester A and B students with a comprehensive understanding of the startup process. Mr. Yadav's expertise in business procedures forms the cornerstone of this report, offering valuable knowledge on how to start and manage a business effectively.

The outcome of the program:

The outcomes of this report are multifaceted, aimed at ensuring students gain a holistic understanding of the startup process. Firstly, students will develop a comprehensive understanding of the critical stages involved in transforming an idea into a startup. This includes learning about ideation techniques, market validation methods, and the importance of thorough market research. Secondly, the report will provide students with practical insights into business planning and strategy development, emphasizing financial planning, resource allocation, and the creation of robust business plans. Mr. Karthik Yadav's contributions will offer students an expert perspective on effective business strategies and operational frameworks, including advice on funding options, financial management, and scaling operations.

Furthermore, the report will include detailed case studies of successful startups, offering students real-world examples of how theoretical concepts are applied in practice. These case studies will highlight the challenges faced by startups and the strategies employed to overcome them, providing valuable lessons that students can apply to their ventures. Lastly, the report aims to equip students with practical skills and actionable steps for starting and managing a business. This includes understanding different funding options, attracting investors, and managing cash flow, as well as setting up operational processes and scaling the business.

In conclusion, this report on "From Idea to Impact: Transforming Innovation into a Startup" is designed to empower IV semester A and B students with the knowledge and tools needed to succeed in the entrepreneurial world. By leveraging the expertise of Mr. Komkani Karthik Yadav, the report provides a detailed roadmap for transforming innovative ideas into successful startups, offering practical insights and strategies for navigating the complexities of the startup ecosystem. Students will be better prepared to face the challenges of entrepreneurship, equipped with the skills and knowledge to turn their ideas into impactful business ventures.

Report Prepared by: (Event Coordinator)

Asst. Prof. Gulla Keerthi

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Date: 2024.12.20 10:53:57

Principal



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Department of Business Administration
Organises
webinar on

"FROM IDEA TO IMPACT: TRANSFORMING INNOVATION INTO A STARTUP"

BY :- Komkani Karthik Yadav



JULY 2ND



8:30 PM - 9:00 PM

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