

# Event Report

Organised by Ecell, Jadavpur University

**Title of the Event:** From Idea to Impact: Navigating the Startup Journey

**Event Date:** 12th August, 2024

**Event Time:** 12 pm - 8:30 pm

**Venue:** Seminar room, 1st floor, mechanical engineering department

**Faculty Coordinator in Charge:** Prof. Aranyak Chakraborty, Prof. Pranibesh Mandal

**Student Coordinator in Charge:**

1. Samayan Mazumder (Project Fellow, IIC)

## Introduction

The event titled "From Idea to Impact: Navigating the Startup Journey" was successfully conducted, focusing on the transformation of innovative ideas into impactful ventures. It aimed to provide mentorship and support to startups, guiding them through the challenges of the entrepreneurial landscape. The event was structured as a Mentoring Event, featuring a Demo Day, an Exhibition/Poster Presentation of startup projects, and a connection with Innovation Ambassadors and Experts for Mentorship Support.

## Event Highlights

The event was designed to offer a comprehensive platform for startups to present their innovations and engage with mentors and experts. The following key components were included:

1. **Demo Day:** During this segment, startups were given the opportunity to present their solutions and showcase prototypes or MVPs (Minimum Viable Products) to an audience consisting of investors, mentors, and industry experts. Valuable feedback was provided, and connections were established, helping startups refine their products and strategies.

2. **Exhibition/Poster Presentation:** A dedicated exhibition area was organized, where startups displayed their projects through posters, visual presentations, and product demonstrations.

Attendees were able to interact with the startup teams and gain a deeper understanding of the innovations being developed in sectors such as technology, healthcare, and sustainability.

**3. Linkage with Innovation Ambassadors/Experts for Mentorship Support:** A key focus of the event was the importance of mentorship in the startup journey. Startups were connected with innovation ambassadors and industry experts who provided guidance on various aspects of business development, product management, and scaling strategies.

## **Event Overview**

The event was conducted in a hybrid mode, allowing for both in-person attendance and online participation, ensuring a broader reach and accessibility. Startups from a range of industries were showcased, giving them the opportunity to pitch their ideas and progress to a diverse audience that included venture capitalists, angel investors, corporate partners, and experienced mentors.

In addition to the startup presentations, several **\*\*keynote lectures\*\*** and **\*\*panel discussions\*\*** were held. These sessions featured industry leaders and successful entrepreneurs, who shared insights on navigating the startup ecosystem, overcoming common challenges, and creating lasting impact. The discussions focused on real-world obstacles such as market validation, team-building, fundraising, and scalability.

## **Challenges Highlighted in the Startup Journey**

The process of turning an idea into a successful startup was emphasized as being fraught with challenges. Several key hurdles faced by entrepreneurs were highlighted throughout the event:

- **Idea Validation:** It was noted that one of the most critical aspects of a startup's success lies in validating whether the idea solves a genuine problem. Feedback from innovation ambassadors and market experts was provided to help entrepreneurs refine their concepts and better understand market demand.
- **Team Building:** The importance of assembling a skilled and complementary founding team was underscored. Startups were advised on how to recruit talent that aligns with the company's vision and long-term goals.
- **Fundraising:** The challenge of securing investment was discussed at length, with insights shared on creating compelling investor pitches and navigating the various stages of funding rounds.
- **Scalability:** As startups grow, it becomes essential to focus on scaling the business model. Mentors offered advice on identifying growth opportunities and expanding into new markets while maintaining operational efficiency.

## Importance of Mentorship

The value of mentorship in shaping startup success was repeatedly highlighted during the event. Innovation ambassadors and industry experts shared their experiences and insights, providing invaluable advice to startup founders. Direct mentorship was seen as a key factor in helping entrepreneurs avoid common pitfalls, make informed decisions, and build sustainable businesses.

Several startups were linked with mentors during the event, establishing long-term support relationships that are expected to assist in business growth and strategy refinement. The opportunity to network with these mentors was considered a pivotal aspect of the event's success.

## Conclusion

The "From Idea to Impact" was deemed a great success, offering startups a platform to showcase their innovations and receive mentorship support. Through a combination of demo presentations, exhibitions, and mentoring sessions, participants were able to gain valuable feedback and insights from industry leaders. The hybrid format allowed for widespread participation, ensuring that both in-person and virtual attendees could benefit from the event.

The event reinforced the importance of collaboration, mentorship, and innovation in the entrepreneurial journey. The connections made between startups and innovation ambassadors are expected to contribute significantly to the future growth and success of these ventures. It was concluded that the event played a critical role in helping entrepreneurs move from idea to impact in the competitive world of startups.

## Attendees List:

Full Name	Year of Study	Department
Srija Guha	UG-2	Construction Engineering
Asif Ali	UG-2	Mechanical
Subhajit Bardhan	UG-1	Civil engineering
Sayan Acharya	UG-2	Production engineering
Soumyadip Ghosh	UG-1	Instrumentation and Electronics Engineering
Nahir Md Nishad	UG-2	Civil Engineering
Sparsh Gupta	UG-2	Etce
Nikhil Gupta	UG-1	CSE
Sayan das	UG-1	Mechanical
Subhojit Bhattacharjee	UG-1	Computer Science and Engineering

Koustav Das	UG-1	Mechanical Engineering
Kushal Sarkar	UG-1	Production Engineering
Architava Bhattacharya	UG-1	Instrumentation and Electronics Engineering
Subrata Tudu	UG-1	Civil Engineering
saptarshi majumdar	UG-1	Information technology
SAYAR PAUL	UG-1	EE
Shubh Agarwal	UG-1	Chemical Engineering
Siddhartha Das	UG-2	Chemical Engineering
Arya Pandit	UG-1	ETCE
Parikshit Jha	UG-1	Food technology and bip chemical engineering
Aashish Kumar Yadav	UG-2	Civil Engineering
Aditya Mandal	UG-1	Mechanical Engineering
Debjit Sarkar	UG-1	Chemical
Shubhranil Bhattacharjee	UG-1	Mechanical Engineering
Ronit Kumar Baranwal	UG-2	CSE
Rituraj Ray	UG-1	Production Engineering
Gaurav Bose	UG-2	Construction Engineering
Nazmus Saqib	UG-1	Chemical Engineering
Soujatya Nath	UG-2	Construction engg
Rajobrata Dasgupta	UG-2	Electrical Engineering
Sohamdeep Mondal	UG-1	Civil Engineering
Sayani sarkar	UG-1	Power
Indranil Biswas	UG-3	Mechanical
SABARNA SAHA	UG-1	Power
Shubhayu Roy	UG-1	Food technology and biochemical engineering
HARSH KEDIA	UG-2	IEE
Jotiraditya Banerjee	UG-1	Power Engineering
Souradeep Basu	UG-1	Mechanical
Gourab Paul	UG-1	Food technology and biochemical engineering
Biswayan Paul	UG-2	Chemical Engineering
Pritam Adhikari	UG-1	Power Engineering
Shreejoy saha	UG-1	Chemical engineering
Prithwish Das	UG-1	Chemical Engineering
SAYAN BISWAS	UG-1	CIVIL ENGINEERING
Romit Raj Bodhak	UG-1	Civil Engineering

Md Asif Nomani	UG-1	Power Engineering
MD TAJUDDIN	UG-1	Printing engineering
Agniprabha Chakraborty	UG-1	Power Engineering
Souvik Kirtania	UG-1	Chemical engineering
Usnish Sen	UG-1	Chemical Engineering
Gourav Kumar Rai	UG-1	B. Pharm
Ankan Mondal	UG-1	Construction Engineering
Harsh Kumar Shaw	UG-1	Power engineering
Deepayan Basu	UG-1	ETCE
Arunabha Biswas	UG-1	Computer Science Engineering

**Photos:**





