

IIC- MHRD's Innovation Cell

Youtube Live Session

List of Speakers with Designation:-

1. Dr. Satya Ranjan Acharya - Associate Professor, EDII, Ahmedabad, Gujarat.
2. Amit Dwivedi - Associate Professor, EDII, Ahmedabad, Gujarat.

Topic of the Session:- Idea, business model and business plan [\(Link\)](#)

Youtube Channel - <https://www.youtube.com/mhrdinnovationcell>

Date - 19.05.2020

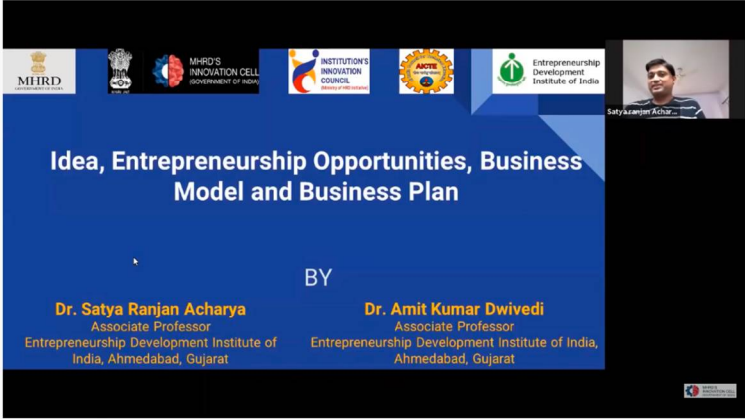
Time - 03.00 PM

Viewers from JU - Arghadeep Sadhu, Soumalya Kundu, Ananya Banerjee, Shuvayan Dutta, Aditya Das, Aneek Chakroborty, Sneham Das, Dibyangana Misra, Baibhab Ganguly, Shouvick Joardar, Abhisekh Gupta, Sachin Kumar, Akriti Jain, Gargi Sinha Sarkar, Atreyee Chakroborty, Elina Haque, Garvit Poddar, Pritha Chaudhury, Kushal Chakroborty, Sambit Sinha, Tahseen Bilal, Yash Gupta and Ayush Pareek.

Session 14: Idea, business model and | x +

youtube.com/watch?v=Qqw04TJWyk0

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Idea, Entrepreneurship Opportunities, Business Model and Business Plan

BY

Dr. Satya Ranjan Acharya
Associate Professor
Entrepreneurship Development Institute of India, Ahmedabad, Gujarat

Dr. Amit Kumar Dwivedi
Associate Professor
Entrepreneurship Development Institute of India, Ahmedabad, Gujarat

Session 14: Idea, business model and business plan

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A Person who have an idea and dare to start that idea

Entrepreneur

Dr. Satya R. Acharya (satya@edindia.org)

1:25 / 57:18

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Opportunities:
E-Commerce, Social Media & Video Conferencing

E-Commerce

- Online Food Delivery
- Online Vegetable Delivery
- E-Kirana
- E-Medicine
- Online Industrial Goods Delivery
- E-Transport

Social Media & Networking

- Old Age People Networking
- E-Library for Elders/Children
- Yoga and Mediation Communities

Video Conferencing

- Office work
- Classroom Teaching
- Examination
- Monitoring activities

Dr. Amit K. Dalwadi (akdalwadi@edindia.org)

19:19 / 57:18

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MHRD MHRD'S INNOVATION CELL GOVERNMENT OF INDIA INSTITUTIONS INNOVATION COUNCIL AICTE Entrepreneurship Development Institute of India

Business Plan

Saty & Rajan Ashar

44:10 / 57:18

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The screenshot shows a YouTube video player. The video title is "Session 14: Idea, business model and business plan" with 38,605 views and a premiere date of May 19, 2020. The video is from the "MHRD Innovation Cell" channel. The main content is a presentation slide titled "Marketing and Sales Strategy" from the Entrepreneurship Development Institute of India. The slide lists the following points:

- Products or services offered.
- Follow-on products.
- Intellectual property or other defensible positions.
- Market research.
- Marketing plan.
 - Brand strategy.
 - Distribution strategy.
 - Product strategy.
 - Pricing strategy.
 - Promotion.

The video player shows a progress bar at 51:06 / 57:18. The channel name "MHRD Innovation Cell" is visible at the bottom left, and a "SUBSCRIBE" button is at the bottom right.

Brief Notes from the Session:-

| TIME STAMP | TOPIC |
|------------|---|
| 01:03 | Dr. Satya Ranjan Acharya starts off the session and discusses the agenda. |
| 01:18 | Discusses entrepreneur, entrepreneurship and what is an idea. |
| 01:54 | Discusses market driven and technology driven entrepreneurship. |
| 04:04 | Elaborates the concept of an idea. |
| 04:31 | Discusses ways to get a solution for the idea/problem and takes examples. |
| 10:35 | The reigns are handed over to Mr. Amit Dwivedi and he discusses business |

| | |
|-------|---|
| | opportunities in various sectors. |
| 20:04 | Back to Dr. Acharya and he discusses the steps to pursue after getting an idea. |
| 22:13 | Discusses some ideas and innovations. |
| 24:51 | Discusses screening ideas. |
| 26:40 | Mr. Amit Dwivedi discusses opportunities and business models. |
| 35:27 | Discusses value proposition. |
| 43:25 | Dr. Acharya discusses a business plan. |
| 49:02 | Discusses an executive summary. |
| 49:35 | Discusses company overview. |
| 50:25 | Discusses the market environment. |
| 51:06 | Discusses marketing and sales strategy. |
| 51:50 | Discusses operations. |
| 52:46 | Discusses financial plan. |
| 55:14 | The speakers conclude and summarise the session. |