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)

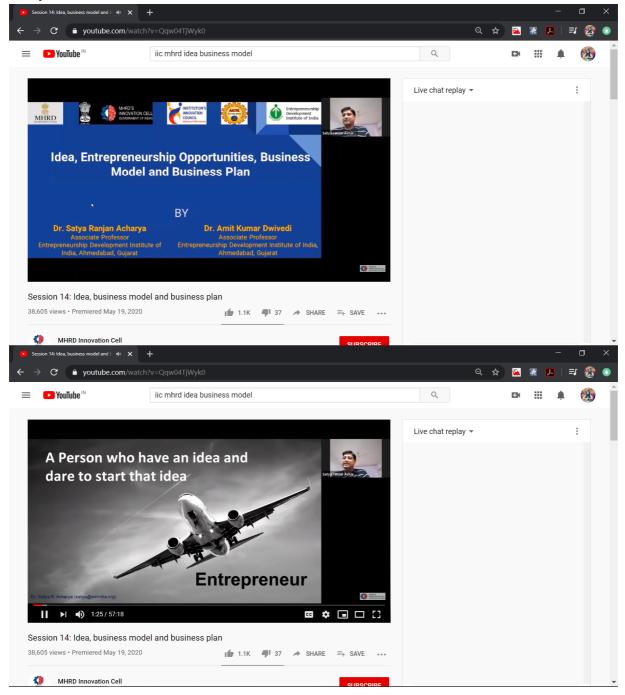
Youtube Channel - https://www.youtube.com/mhrdinnovationcell

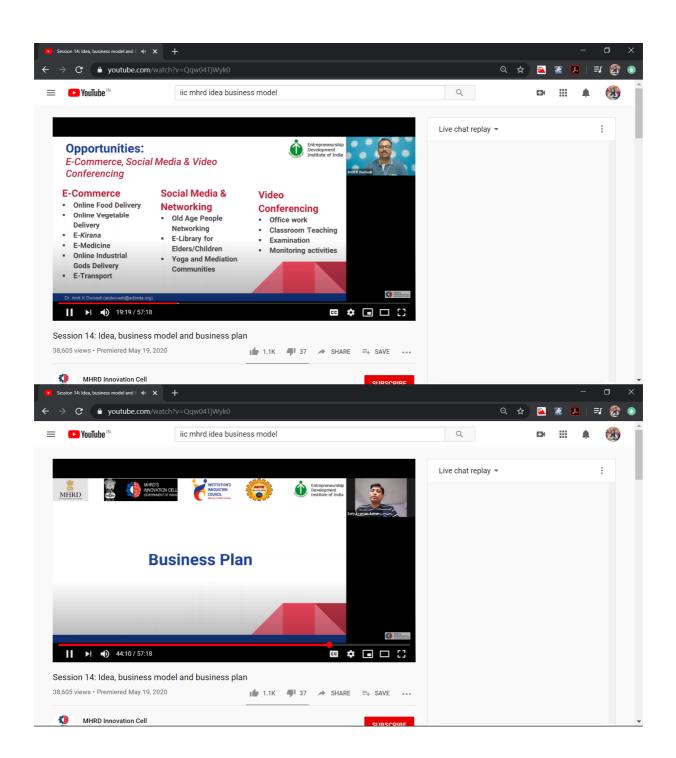
Date - 19.05.2020

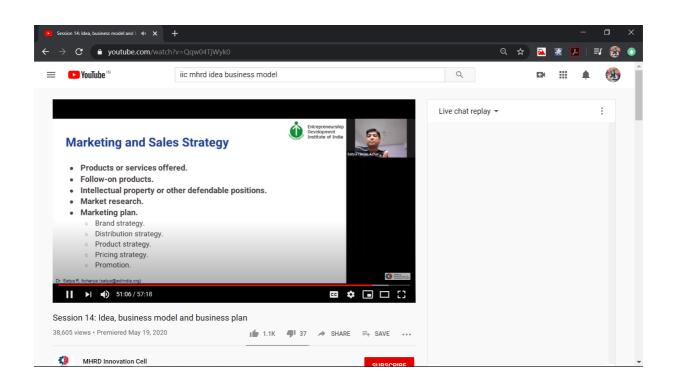
Time - 03.00 PM

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.

Snapshots from the Session:-







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.