



CIBMRDs Institution's Innovation Council (IIC 6.0) - SELF DRIVEN activities for academic year 2023-24

Session on Importance of Value Propositions and Key Resources in Startup
 Semester 1

dated 9th February 2024
 Quarter 2

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| THEME | <i>Startup</i> |
| ACTIVITY NAME | <i>Session on Importance of Value Propositions and Key Resources in Startup</i> |
| MODE OF CONDUCT | <i>Physical</i> |
| TIME | <i>One Day</i> |
| MANDATORY/ELECTIVE | <i>Self-Driven activity</i> |
| PARTICIPANTS | <i>40 Students + 8 Faculties</i> |
| Description | <p><i>Vidya Shikshan Prasarak Mandal AHEs Central Institute of Business Management, Research & Development, Nagpur IIC Cell and ED Cell in association with NAGPUR FIRST conducted Session on Importance of Value Propositions and Key Resources in Startup on 9th Feb 2024. IIC Cell Convener and Faculty Innovation Ambassador Dr. Krunal Parekh introduce session speaker.</i></p> <p><i>Session speaker was Mr. Vikram Labhe, Founder and CEO Melooha, (build 3 successful Startups). Sir started with question Why Startup? A real life example, after that he shared his Journey of 3 Peaks 1. Technical expertise, US Patents 2. MNC Leadership: Built from 0 to 1000+ 3. 3X Entrepreneur, last one valued at \$5.6B. Build a SOLUTION to a PROBLEM you love This will give you meaning & drive, which are much needed in a startup journey, Ensure problem is BIG and solution is SCALABLE This will maximise the impact you can make. Bring in COMPLEMENTARY skills Figure out what skills are needed to build the product, take it to market and scale. Always have an eye on the gaps, and a plan on how and when you will fill them. CREDIBILITY is very important If no one knows you, get people with immense credibility to be your advisors. People mostly invest in the team, Be an effective STORY TELLER You need to tell great stories to your investors, future employees, customers etc. Build MLP before going all out Test the waters (idea, technology, experience, etc), adapt as necessary and do not hesitate to pivot, or cut the losses. Have a large VISION but focus on BABY STEPS.</i></p> <p><i>Tanveer Mirza sir, President, Yashodhara NGO, Nagpur and President, Nagpur First also shared his view. Lastly, Q&A session were taken. Dr. Amishi Arora, Principal, CIBMRD congratulate her team for the success of the session.</i></p> |

Dr. Krunal Parekh, Convener- Institution's Innovation Council (IIC), CIBMRD, Nagpur (M.S.)

The poster is for a 'GLOBAL LEADERSHIP TALK' organized by CIBMRD's IIC in association with NAGPUR FIRST. The event is titled 'IIC 6.0 - QUARTER-2 2023-24'. The speaker is Vikram Labhe, Founder and CEO of Melooha, who has built 3 successful startups. The topic is 'Importance of Value Proposition & Key Resources in Startup'. The event is scheduled for February 9, 2024, at 12 P.M. at the CIBMRD Auditorium in Nagpur. Logos for VSPM, CIBMRD, NAGPUR FIRST, and the Institution's Innovation Council are displayed.



GPS Map Camera
Nagpur, Maharashtra, India
80/B, Narendra Nagar, Panchadeep Nagar, Nagpur, Maharashtra 440015,
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440026, India
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Long 79.07134°
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