

Date: 23.12.2021

Maharaja Surajmal Institute of Technology

Institution Innovation Council

Entrepreneurship & Innovation as a Career Opportunity

Institution Innovation Council, *MSIT*, organized an online session on the topic of “Entrepreneurship & Innovation as a career opportunity” on **23.12.21** at 1 PM through online mode to discuss with students about how to develop business models & ideas for startups, evaluating these ideas & also learning about our Intellectual Property Rights (IPRs)

Faculty Members

- Dr. Sudesh Pahal, Convener, IIC
- Dr. Neeru Rathee, Startup Coordinator
- Dr. Geetika Dhand, Innovation Coordinator
- Dr. Sitender Malik, ARIAA Coordinator
- Dr. Poonam Dahiya, IPR Coordinator
- Dr. Kavita Sheoran, Innovation and Activity Member

Speakers

- Dr. Neeru Rathee, Startup Coordinator
- Dr. Kavita Sheoran, Innovation and Activity Member
- Dr. Poonam Dahiya, IPR Coordinator

Student Coordinators

- Tanvi Sobti, Organizer
- Tanisha Beri and Tanvi, Overall Coordinators
- Nitesh Gupta, Content Coordinator
- Perna Aneja, Publicity Coordinator
- Tanay Aggarwal and Sukriti Sinha, Activity Coordinator
- Student members of different departments

□ **Outcomes of The Activity:**

- ❖ Dr. Neeru Rathee (Startup Coordinator) and student coordinators welcomed the fellow students in the workshop.
- ❖ She gave the students a brief about what business models are, why we require a business model canvas & finally discussed the business model of companies like Facebook.
- ❖ The second phase of the session was continued by Dr. Kavita Sheoran (Innovation and Activity Member) who discussed Startup ideas. Students were briefed about Startup development stages, sources of Startup ideas & identifying these ideas.
- ❖ Later ma'am continued discussing the evaluation criteria of the startups & examples of SWOT factors.
- ❖ Students were then introduced to the 5 Success Mantras to be able to go beyond their boundaries and thus, creating opportunities for themselves.
- ❖ Dr. Poonam Dahiya (IPR Coordinator) held the last phase of the session by briefing the students about IPR, types of IPR and why do we need protection
- ❖ The students learned about terms like Patents, Trademarks and why we need them while in the field of Startups.
- ❖ Students found the workshop very helpful for creating opportunities for themselves in the field of entrepreneurship and innovation. The workshop concluded with a vote of thanks to all the respected Innovation ambassadors.

The Business Model Canvas facebook

The Business Model Canvas for Facebook is filled with yellow sticky notes detailing its business model. The canvas is divided into nine sections:

- Key Partners:** Content Partners (e.g. game developers)
- Key Activities:** Platform Development, Data-center Operations Management
- Key Resources:** Software Technology, Data, Brand
- Value Propositions:** Connect with friends, Targeted ads
- Customer Relationships:** Get: Started with Universities, Keep: High switching cost, Grow: Word of Mouth
- Channels:** Facebook.com, App Store
- Customer Segments:** Internet Users, Advertisers (ad agencies / companies)
- Cost Structure:** Software & Technology Development, Labor costs
- Revenue Streams:** Free user accounts, Per-click Ads revenue, Per 1000 impressions: Ads revenue

Neeru Rathi

NG

SP

Sudesh Pahal

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Business Plan Development for Startups

Dr. Neeru Rathee
E Cell , Convener, MSIT
New Delhi

Neeru Rathi

Entrepreneurship & Innovation as Career Opportu...

37:22 24 attendees

Sources of Startup ideas

A 3D pie chart illustrating the sources of startup ideas. The data is as follows:

Source	Percentage
Prior Work Experience	45%
Suggestion	7%
Personal Interest/Hobby	16%
Education/Courses	6%
Chance Happening	11%
Other	4%
Family Business	6%
Friends/Relatives	5%

Kavita Sheoran

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Sudesh Pahal

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